VOGUE

PERSONAL PLANNING

EFFICIENCY
CLOTHES PLANS OF
5 BUSY WOMEN

Mrs. Wendell Willkie

Miss Gertrude Lawrence

Congresswoman
Winifred Stanley

Mrs. Walter Hoving

Mrs. John Schiff

•

WEDDING PLANS
12 Spring Brides

In this issue:
MADAME CHIANG KAI-SHEK
Exclusive Colour Photograph

APRIL 15, 1943
PRICE 35 CENTS
40 CENTS IN CANADA

ADVANCE RETAIL TRADE EDITION

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To the Brides of 1943

IN WAR AS IN PEACE . . . THE FIRST CHOICE OF FIVE GENERATIONS

"Conservation" is nothing new to America's war brides. They called it "thrift" when they bought Wamsutta sheets and pillowcases in the war years of the 1860's and 1917. For Wamsutta's reputation for finer, smoother texture and truly economical wear goes back through five wars and five generations of home-makers.

The Wamsutta *Supercale** of today is still the first choice of the thrifty. Conservation is best assured by investing in such guaranteed quality as the name Wamsutta represents.

Buy only for your immediate needs, please, and don't be surprised if your favorite stores have fewer Wamsutta sheets and pillowcases to show you. The green *Supercale* label is still your best guide to the top value in sheets.

WAMSUTTA MILLS, *The Finest of Cottons,* NEW BEDFORD, MASS.

CONSERVATION POINTS

1. Have three changes of sheets and pillowcases per bed and rotate them. This allows a "rest period" on linen shelves and conserves wear.

2. Wamsutta *Supercale* washes easily. If not washed at home, pick a good reliable laundry for your sheets and pillowcases.

3. Service wives will find Wamsutta lighter and less bulky to pack . . . a saving, also, in by-the-pound laundry bills.

Wamsutta SUPERCALE SHEETS

*REG. U. S. PAT. OFF.

Also Wamsutta-Somerset Towels and Springfield Blankets

VOGUE'S ADVANCE NEWS FOR RETAILERS APRIL 15

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Accent Clothes Efficiency This Summer

TEACH CLOTHES PHILOSOPHY

One of the first essentials of wartime life is planning: planning of time, energy, expenditures, to get the most good out of each. This issue of Vogue is dedicated to helping its readers in personally planning their lives and their clothes for the summer. To illustrate how closely related the two things are, pages 48-57 spotlight the "efficiency clothes plans" of five important and busy women. Here are their selected wardrobes, chosen specifically because they fit certain activities.

Have your salespeople study these "efficiency wardrobes" and see the type of clothes chosen for type of activity, and the reason for the choice. In this way salespeople will be able better to advise and assist your customers in choosing *their* clothes for *their* lives. Emphasize suitability from the personal aspect. Find out the kind of lives women in your community are leading. Then help them to "dress the part", to fit their clothes philosophy to their needs.

Stress trim, lasting suits that lend themselves to accessory changes—always a favourite choice of today's busy women

Show your customers clothes for off-duty as well as on-duty activities

Suggest related accessories to go with the basic costumes you sell

DUAL PERSONALITIES

Summer standbys from way back are blue denim and shirting madras—standbys because they're practically indestructible. They've come a long way forward this summer—off the farm into an all-occasion life. Smartly tailored, blue denim makes an effective town or country suit or reversible coat (see page 44); while cotton madras, softly handled, makes a "pretty pretty...perfect-for-Sunday luncheon" dress (page 45). Both denim and madras deserve a real place in your window displays and advertising of warm-weather fashions. Demonstrate their double life by showing denim town suits with sturdy denim play-clothes; soft madras dresses with tailored madras shirts.

This year, denim will outfit many war workers—from victory gardeners to city publicity organizers

A multicoloured flower snood, or flowers in the hair are effective with a simple white madras dress

THE SIMPLER, THE BETTER

It's an easy step from a suit spring to a suit summer, and a step that you will find your customers are eager to take. Summer suits are just as obliging and adaptable, just as "right" for all-day wear as spring suits. Pages 74-75 illustrate seven examples of "cool, capable, summertime suits for town"—widely varied in fabric and pattern, but all marked by the same unfailing simplicity. Compare these suits with the summer suits you have in stock; advertise them as heat-defiers *par excellence*, as the answer to a summer spent on the job. Show check suits, plaid suits, striped suits, contrasting-jacket-and-skirt suits, gingham suits, linen suits, seersucker, piqué and chambray suits—suits for everybody, for every occasion.

Let a splash of white characterize your 1943 summer suits—show white suits for either town or country

Perfect complements to a summer suit—a stitched red denim hat, or a crisp white piqué, or a turned-back white cloche trimmed with flowers

THE EVENING STORY—SHORT AND SWEET

Any lingering doubt about the greatest degree of formality a short evening dress can achieve, should be dispelled by a glance at pages 58-59. Here are two summer versions of the new short evening dress—both very definitely after-dark fashions, both formal by reason of their simplicity of line. Here again are those 1943 motifs: low, round neck; deep V-neck; short, cap sleeves. Motifs that are short on material, long on effect. Show these short evening dresses in sheer black crepe and black chiffon like those we show, and in other fabrics and colours as well. Stress their innate simplicity by showing them with the simplest of accessories.

The night picture is the opposite of day—play down accessories, play up unaffected simplicity

Window-display short evening dresses in various after-dark settings that underline their formality

Vogue "Quotes" For Summer Fashions

Sent Without Charge

These four quotations on cards, sent without charge—Write Vogue Merchandising Service, 420 Lexington Ave.

VOGUE SAYS:

"Choose the best, then forget it."

VOGUE SAYS:

"Summertime suits should be cool and capable."

VOGUE SAYS:

"A long wedding dress is nice to remember."

VOGUE SAYS:

"Trio of colour—trio of belts on a smooth-as-cream dress."

Use These Quotations on Cards and in Advertising

READY-TO-WEAR

Vogue says:

"Essential for a summer town job—a non-shirking, simple suit."

Vogue says:

"Young successes—jackets to sustain young wardrobes."

Vogue says:

"Short, flaring yellow jacket—nice with a black dress."

Vogue says:

"Navy-blue wool blazer—good with skirt or slacks; good all summer with white."

Vogue says:

"1943 touch for a summer suit—a splash of white."

Vogue says:

"Bracelet-length sleeves are cool."

Vogue says:

"Have a linen suit, meticulously tailored, for summer wear."

Vogue says:

"Very simple, very right—plaid seersucker suit."

Vogue says:

"Cotton pique white suit—right suit for town and country."

Vogue says:

"Cotton madras shirting has a soft, fresh quality."

Vogue says:

"Have a pretty-pretty white cotton dress for summer."

Vogue says:

"Nice at night—short, formal chiffon dress."

Vogue says:

"For breathless summer nights in town—long net dresses topped with little hats."

Vogue says:

"Let pink gleam through the sheer black skirt of your short evening dress."

HATS AND ACCESSORIES

Vogue says:

"To look your prettiest, cover your head with a hood of flowers."

Vogue says:

"Let your hat take the honours with a well-bred little dinner dress."

Vogue says:

"Try a white pique hat with your summer suit."

Vogue says:

"Try raspberry-red gloves with a cool pink dress."

Vogue says:

"Brighten a white dress with yellow cotton gloves."

BRIDES AND WEDDINGS

Vogue says:

"Almost every bride these days chooses ivory satin."

Vogue says:

"As spring advances, look for more brides in filmy batiste."

Vogue says:

"There'll be lots of spring brides in sweet lawn wedding dresses."

Vogue says:

"For an early summer wedding, put bridesmaids in sheer, pastel ginghams."

Vogue says:

"This year, brides are pinning little caps over their curls."

Vogue says:

"Linen is one of the most important parts of a bride's trousseau."

Vogue says:

"Sterling silver—traditional gift of the bride's family."

Vogue says:

"Favourite pledge-thee-my-troth ring—a round, faceted diamond."

Vogue says:

"Ruby rings symbolize true-love."

TRADE EDITION SUBSCRIPTIONS
2 YEARS (48 ISSUES) $8.00
WRITE FOR QUANTITY RATES
APRIL 15, 1943

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cool white polka dots on navy, black or brown rayon crepe . . . beautifully fresh and crisp for spring with its sheer petal white rayon marquisette. Sizes 10 to 20, 39.95. Cartwheel organdy sailor, an Altman idea for a very flattering spring, 20.00.

Altman daytime fashions and millinery, third floor

FIFTH AVENUE **B. ALTMAN & CO.** NEW YORK

Décor by GENE MOORE

Pleasure-giving at Easter-time and all year through —
Charbert's romantic perfume, BREATHLESS
in remembrance of shared love and laughter,
in promise of the brighter days to come.

1 oz., $12.75 plus 10% Federal tax

Dual-personality dress in black silk faille taffeta,
its lovely evening décolletage covered — or not —
by the matching daytime jacket.
From our spring collection of Made-to-order Originals.

Like your own loveliness,
Vanity Fair lingerie is precious.
To preserve its matchless jersey beauty is
to preserve your own daintiness...to enhance
the charm of your own good taste.
Keep faith with today's fashion to save...
to do so is both patriotic and clever.

Vanity Fair

Vanity Fair Mills, Inc. Reading, Pennsylvania

Buy Bonds Today for Victory Tomorrow

HUTCHINSON

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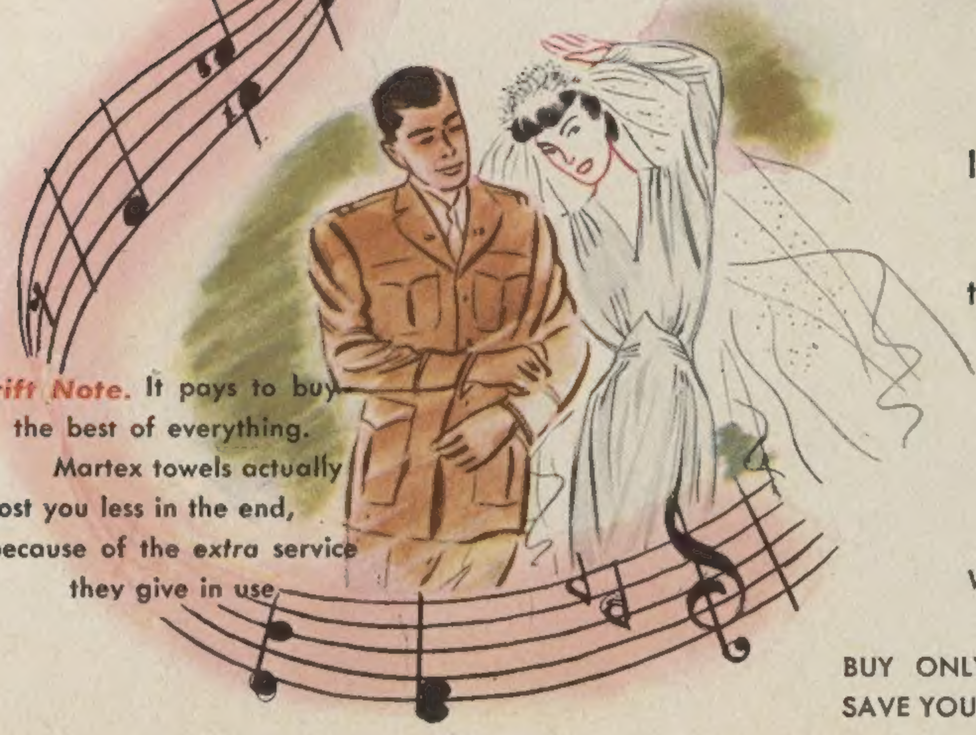
Vol. 101, No. 8
Whole No. 1696

Sirôcco
PERFUME
LUCIEN LELONG
If the sorcerers of the East could bottle ecstasy, they would bring you Sirôcco...
warm as the winds of Araby...spiced with romance...lifting the veil from lustrous eyes

Quality Note. Under the deep, soft drying texture of every Martex towel is the sturdiest towel construction known — the plied yarn underweave.

Beauty Note. It's so easy to specify the loveliest of bath towels for your trousseau collection — Martex, of course.



Thrift Note. It pays to buy the best of everything. Martex towels actually cost you less in the end, because of the *extra* service they give in use.

Dash off to a one-room paradise near camp if you must, but *buy* for the days ahead. Select your bath towels for their long-term loveliness and usefulness . . . with that "place of your own" in view. The few cents more that you spend for Martex quality comes back to you with interest. You'll get long-time service—and your husband's approval . . . for he, like you, will appreciate bath towels which dry quickly, thoroughly . . . and last.

We can not accept mail orders. Select from the patterns carried at your favorite store.

Every Martex Towel is made with the long life plied yarn underweave.

Wellington Sears Company, 65 Worth Street, New York, N. Y.

BUY ONLY WHAT YOU NEED . . .
SAVE YOUR MONEY IN WAR BONDS.

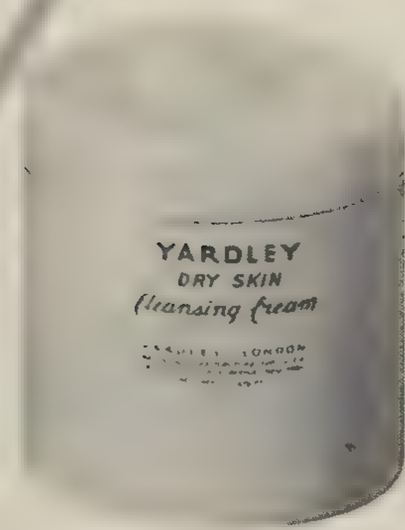
Martex

Bath Towels • Dish Towels • Chenille Mats

that Ayres look
L·S·Ayres + Co.
INDIANAPOLIS

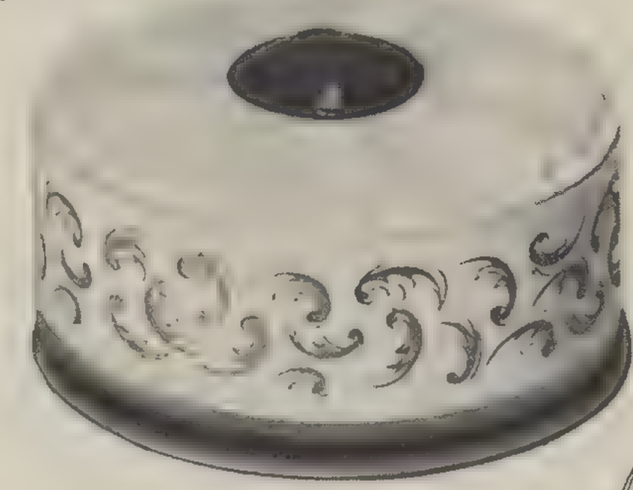
Keep your best face forward

"BOND STREET" PERFUME:
A great formal perfume of rare fragrance and captivating charm! At your favorite fine store: $2.50, $4.50, $8.50 and $13.50.



"BOND STREET" LIPSTICK:
Petal-smooth in texture, keeps your lips soft and inviting. In 10 shades, at finer shops, $1. Matching rouge, 55c.

DRY SKIN CLEANSING CREAM:
Keeps your complexion smooth and fresh. $1; jumbo jar, $2.



YARDLEY "ENGLISH COMPLEXION" POWDER: Mist-blown, subtly scented with "Bond Street," in 10 radiant shades. At finer shops, $1.

Beauty, too, is a part of morale . . . and being beautiful need not interfere with wartime duties . . . when "Bond Street" Beauty Preparations (for you, by Yardley!) make keeping your best face forward so time-savingly simple!

• Diana Foster *will be glad to help you with your beauty problems. Write her at Yardley, 620 Fifth Avenue, New York, N. Y.*

with "Bond Street" Beauty Preparations

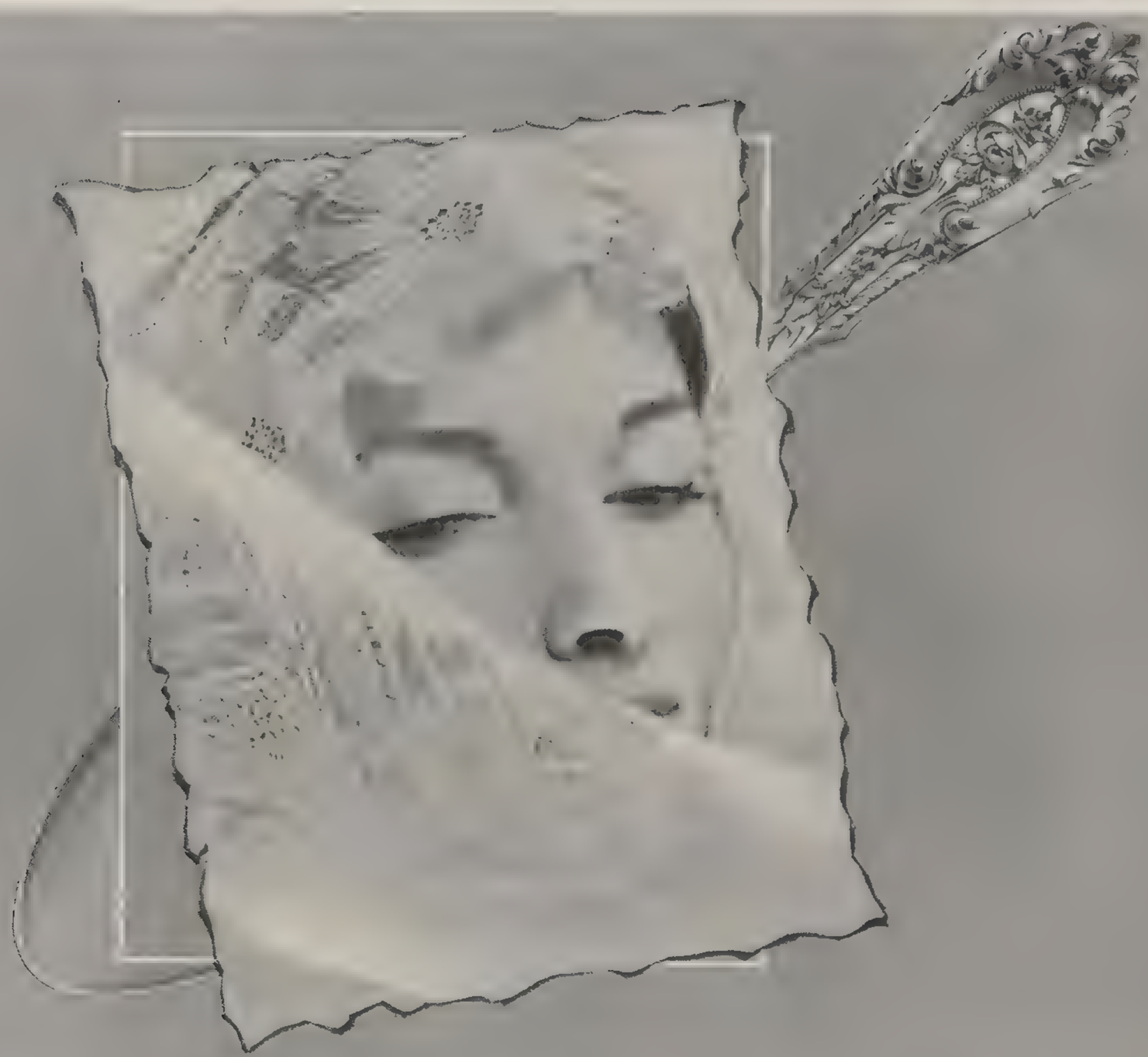
BY YARDLEY

Yardley products for America are created in England and finished in the U. S. A. from the original English formulae, combining imported and domestic ingredients.

Jordan Marsh

SO YOU'VE SAID "YES" . . . And now a beautiful beginning for your brave new partnership. A memory-making gown of imported net and rayon slipper satin. Dream-like, dramatic and especially designed for the brides of Summer 1943. The dress, in white, $49.9

JORDAN MARSH COMPANY • BOSTON, MASS. • NEW ENGLAND'S GREAT STORE



THE ROSE OF SCULPTURED BEAUTY

The fragile beauty of rose point lace is a symbol of the wedding day. Its web of enchantment, illumined by a profusion of full-blown roses, has enshrined queens and duchesses as they knelt before the nuptial altar. Here in America, to wear a wedding veil of heirloom rose point is to carry on one of the most beloved of bridal traditions.

Rose point lace-making was a labor of love in the old convents. Only the most patient and highly skilled fingers could twist the threads to sufficiently gossamer fineness and execute the magnificent pattern. The infinity of delicate stitches in double or triple relief, encircled by a pearl of geometric regularity—which is rose point—had to be worked out in separate pieces by a group of nuns, and then joined together by the nun most practiced in this intricate lace-making art. Years were required to complete a single wedding veil of such web-like beauty and flowing softness that it could be drawn through a wedding ring. No wonder, a rose point wedding veil is valued at hundreds of times its weight in gold.

Today, the crafting of this most patrician of laces is a lost art. But its memory has been caught forever in Wallace Rose Point. The full-blown rose, surrounded by a pearl of geometric regularity, has been sculptured by Wallace in precious sterling. This is Third Dimension Beauty . . . *exclusively Wallace.*

Many of the skilled hands that crafted Wallace Sterling are making war materials today, so that you may enjoy your complete service tomorrow in the freedom that alone makes beauty meaningful. You can still obtain a limited silver service—start now to plan ahead. Send 10¢ for our booklet, Wallace Moods in Sculptured Sterling, which tells in full the fascinating story of Rose Point and the other Wallace Sculptured patterns—Stradivari, Sir Christopher, Grande Baroque and Grand Colonial.

WALLACE SILVERSMITHS, WALLINGFORD, CONNECTICUT

ROSE POINT *sculptured by* WALLACE

EVENING IN PARIS . . $1.25 TO $10.00
MAIS OUI . . . . . $1.50 TO $10.00
COURAGE . . . . . $1.00 TO $6.50
all prices plus tax

BOURJOIS

NEW YORK — DISTRIBUTOR

SPRINGTIME CHARM

STARTS WITH

YOUR FIGURE

This Springtime — when your first investment must be War Bonds — you're probably planning on fewer costumes. But each dress or suit you own must look its best! And it *can* — when you give it the inspiration of being fitted over a fine Flexees, fastidiously designed for your individual figure type. Choose a lovely Flexees *Combination* (sketched) for wear with soft frocks; a Flexees *Girdle* to create trimmer lines under suits and slacks; and the new Flexaire *Bras* to model bosom lines into firm, uplifted, young contours . . . under blouses and sweaters. Your corsetiere knows the perfect Flexees for you— Girdles and Combinations: $5.95 to $15. FLEXAIRE Bras, in exquisite fabrics: $1, $1.50, $2.

Flexees

FOR A FINER FIGURE

FLEX-ible EASE is the key to FLEXEES

thrilling Rosenblum suit,
man-tailored every inch
of the way, 100% pure wool
cricket cloth, exclusive colors,
stunning shoulders, easy
California drape, hand-picked
edges, Earl-Glo acetate
rayon lining 29.95.
Matching topcoat 29.95.
At all fine stores.
TAILORED BY
Rosenblum
IN CALIFORNIA
ROSENBLUM · LOS ANGELES · CALIFORNIA

Importance

has a new meaning today

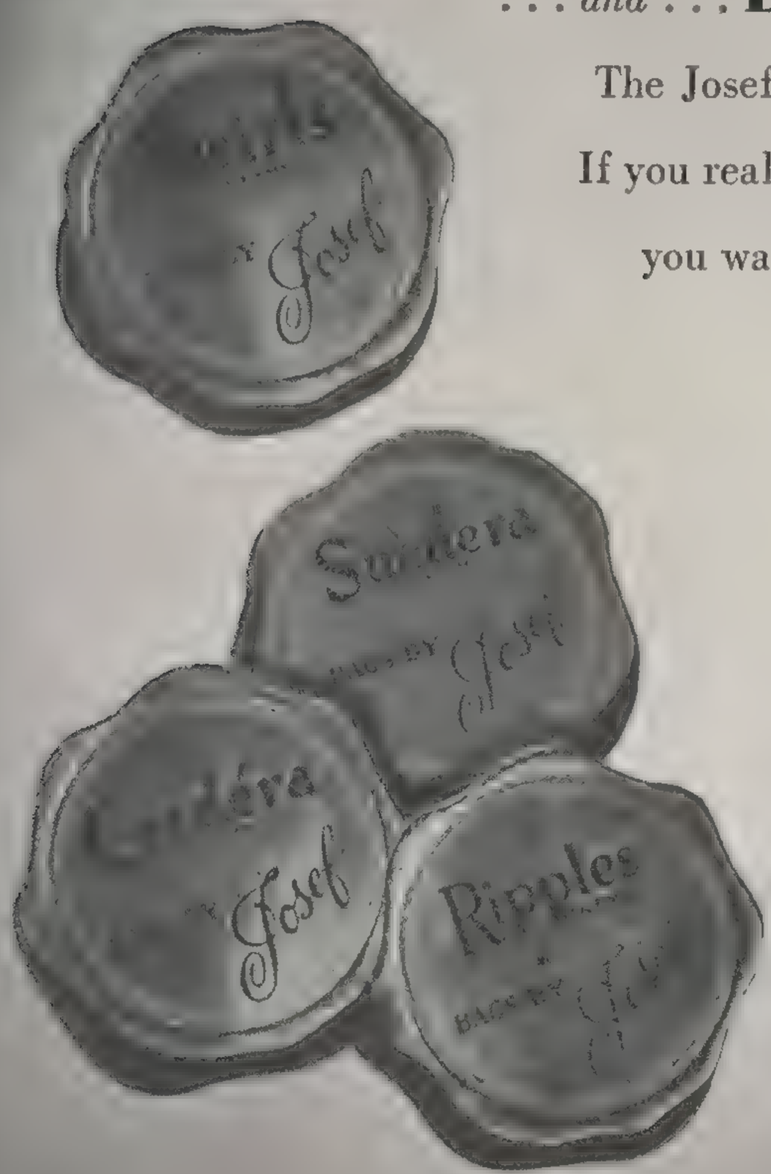
Important things today are guns, ships, planes, man-hours in war plants. Winning the war is the most essential thing of all. Important things, today, are your Nurse's Aide cap, your ration books, managing your home under new conditions, and conserving faithfully. You are infinitely proud of your factory work-clothes, your uniform of the Armed or Volunteer Services, your many duties on the home front. Above all things, the war effort comes first for you.

. . . *and* . . . Labels, established names, are more important today than ever before.

The Josef label means good American quality, meticulous workmanship, inspired design. If you really need a handbag, look for one with the Josef label. If you can't get the bag you want, insist on the Josef name anyway. The essential things are still there!

Some of the frills may be missing. But frills are not important today.

War Bonds and Stamps are your best buy now!



Josef

OF GOLD SEAL IMPORTERS INC.

THE WILLIAM CARTER COMPANY, NEEDHAM HEIGHTS, MASSACHUSETTS

HAT BY FLORENCE REICHMAN

ARTHUR O'NEILL

PRICE BELOW IS SUBJECT TO CEILING PRICE PERMITTED BY APPLICABLE OPA REGULATIONS

ENKA RAYON

in an Eisenberg Original

COOL CONFECTION FOR SUMMER . . . Bolero dress in a special Bloomsburg Enka Rayon Sheer Crepe—frosted with delicate white. $49.95

Eisenberg Originals in Enka Rayon are sold at better shops.

ENKA RAYON • 206 Madison Avenue, New York

CORDAY
Parfums
L'ARDENTE NUIT
JET
Toujours Moi
Tzigane
POSSESSION
ORCHIDÉE BLEUE • L'ARDENTE NUIT • JET • TOUJOURS MOI • TZIGANE • POSSESSION
PACKAGED FROM FIFTY DOLLARS TO THREE DOLLARS

I SHOP THE TOWN FOR MY HATS
MY DRESSES
MY ACCESSORIES

but never my face powder!

because that's blended expressly for me—to my own skintone—right before my eyes by

Charles of the Ritz

DISTINGUISHED FOR HAND BLENDED POWDER AND EXQUISITE COSMETICS

To you —
in a world of action

Your life has always motivated my designing. Today your life is activated by war. Yet the world continues to look to you for serenity. My fashions of today are keyed to your present role, to maintain beauty and poise in a world of action.

MAURICE RENTNER

Maurice Rentner ORIGINAL

SCHOOLS and CAMPS

For advice write to Vogue's School Bureau

CO-EDUCATIONAL CAMP

WENTWORTH

Wolfeboro, N. H. Well balanced program of work and play. All sports. Gardening, art, crafts, music. Good tennis, golf, sailing. 180 acres. Tutoring included. First aid. Motor Mechanics. Junior work unit 15-17. M. CLAIRE SAWYER, M.A., 551-5TH AVE., N. Y. C.

BOYS' & GIRLS' CAMPS

SPRUCE MOUNTAIN CAMPS

IN ADIRONDACKS, ON PRIVATE LAKE

Guest house for parents. Children 4-18. Tuition includes unlimited riding, canoe and overnight trips. No extras. Expert teacher councilors. 311 WEST 91 ST., N. Y. C. TEL. BRYANT 9-2558.

LOHIKAN CAMPS

Lake Como, Pa. Accessible by train. Near N. Y. C.—Phila. Separate Mt. Camps on private lake. Ages 5-13. Summer of education, adventure, pioneering. Riding. Gardening. Riflery. Music. MR. & MRS. DEWITT MILLER, 207 EMMETT PLACE, RIDGEWOOD, N. J.

BOYS' CAMPS

WAMPANOAG

Buzzards Bay, Cape Cod. A salt water camp for 60 boys 6-16. Work program for older campers. Water sports on private bay. Sailing, navigation. Land sports. Individual attention. Nurse. 37th season. D. H. TAYLOR, 120 ELGIN ST., NEWTON CENTER, MASS.

CAMP RIVERDALE

Ideal location. 350 acres in Adirondack Wilderness. 1½ miles on Long Lake. 3 age groups. Sailing; camping and mountain trips; all sports. Modern workshop. Music. Forestry. 32nd year. Catalog. DIR.: FRANK V. HACKETT, RIVERDALE-ON-HUDSON, N. Y.

FARRAGUT NAVAL CAMP

Naval training, boys 9-18. July 7-Aug. 27. Uniforms. 60 boats. Dorms. 2 gyms. All land, water sports. Cruising, radio communications, commando course. Ground aeronautics, accelerated programs available. Catalog. BOX 54, TOMS RIVER, N. J.

GIRLS' CAMPS

CAMP COWASSET

A purposeful summer for girls on Buzzards Bay, Cape Cod. All salt-water sports, sailing, swimming, riding. Crafts. First aid training, tutoring, nutrition, Victory gardens. 4 age groups. 28th season. Catalog. BEATRICE V. HUNT, DIR., HOLBROOK, MASS.

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Sailing Camps, 39th year. Learn sailing every day on Cape Cod's beautiful, safe Pleasant Bay. Tennis, crafts, riding, trips, etc. 3 age groups—5 to 18 yrs. Adult Sailing School, June and Sept. Booklet. MR. & MRS. F. V. HAMMATT, SO. ORLEANS, MASS.

SEA PINES

Cape Cod. 37th Season. Four age groups. All land and water sports. Music, art, dancing, dramatics, languages. Tutoring. Special course for older girls. Guest House. Please state age, grade and church. FAITH BICKFORD, BOX V, EAST BREWSTER, MASS.

ALOHA CAMPS

FAIRLEE, VERMONT — 39TH SEASON

Aloha Camp for girls 12 to 18
Aloha Hive for girls 6 to 12
Lanakila for boys 6 to 14

MRS. E. L. GULICK, 8 PERRIN RD., BROOKLINE, MASS.

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The Horseback Camps of Vermont. A glorious summer of riding and adventure! Water sports. Golf course. Victory projects. Strong tutoring dept. Moderate all-inclusive rate. MR. AND MRS. C. A. ROYS, 38 ORDWAY RD., WELLESLEY HILLS, MASS.

brown ledge

Mallett's Bay, Vermont

"—one of New England's finest camps." **Free daily riding for every girl.** Finest show horses, musical lance drill, trail riding, jumping optional. Sailing, racing tactics. Special acting group and theatre. Fencing, tennis, golf, riflery, archery, crafts, swimming, trips. 75 selected girls. *One tuition covers all.* Booklet. Please give age.

CHRIS CRAFT Aquaplaning

Mr. and Mrs. H. E. Brown
The Tarrytown School
Box 218V, Tarrytown, N. Y.

MODERN LANGUAGE CAMP

On Lake Champlain • For Girls 7-19

Conversational French and Spanish. European councillors. Tuition includes daily riding, sailing, water sports, first aid, tennis, dramatics, music, art, crafts, cooking, overnight camping trips. Girls care for own horses and garden. 20th year. Separate Junior Unit. *Booklet.*

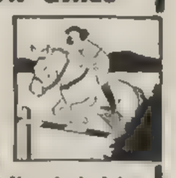
ECOLE CHAMPLAIN

Mrs. E. V. Chase, 400 West 119 St., N. Y. C.

MOSS LAKE

AN ADIRONDACK CAMP FOR GIRLS

Featuring
- RIDING
- SAILING
- TENNIS
- Also Archery, Swimming, Fencing



Under nationally known coaches. Large Adirondack lake and preserve. Canoe trips. Daily Riding. All-inclusive fee. Girls 6-19 in 3 separate groups. Nearby camp for brothers and younger sisters; hotel for parents.
Six hours from New York or Buffalo
Dr. G. V. Longstaff, Jamaica, L. I.

GIRLS' CAMPS

KINEOWATHA

A healthy, safe summer of both fun and achievement: enjoying outdoor life and sports, learning new skills, taking part in useful activities. Jr. and Sr. groups. Tutoring. Advantages of inland Maine, at Wilton. Bklt. ELISABETH V. BASS, 111 E. 48 ST., N. Y.

OGONTZ WHITE MT. CAMP

750 acres in N. H. Private lake, rustic cabins. Girls 5-18 in separate age groups. Sailing, canoeing, aquaplaning; form & trail riding. Golf, tennis, music, art, dramatics. Seashore & mountain trips. Booklet. ABBY A. SUTHERLAND, BOX 300, OGONTZ SCHOOL P.O., PA.

SARGENT

A summer of sport and funmaking for any girl to treasure! All sports, crafts, dramatics. Riding included in reasonable fee. Lakeside bungalows near Peterborough, N. H. Ages 5 to 20. Catalog. NELSON S. WALKE, DIR., 22 EVERETT ST., CAMBRIDGE, MASS.

TEGAWITHA

For girls. On sunny top of Poconos, 800 acres on private lake, 3 hrs. from N. Y. and Phila., convenient to R.R. Riding, golf, swimming, sailing, dancing, dramatics. Junior Camp. 26th yr. Catalog. MISS MARY A. LYNCH, 390 RIVERSIDE DR., N. Y. C.

LAKE GREELEY

Pocono Mountain Camp for Girls, 6 to 17, on site founded by Greeley of "Go West" fame. Riding, sports, dancing, dramatics, music, art, crafts, trips, talented counselors. Fine train service. Catalog: C. A. HUMMEL, BOX 105, GREELEY, PA.

NAWAKWA

Pocono Pines, Pa. 18th Season. Secluded on picturesque 2000 acre estate. All cabins, lake, sandbeach. Boating, tennis, bicycling, arts and crafts, nature study. Physician. Three age groups. Booklet "V". N. Y. OFFICE, 11 WEST 42ND STREET.

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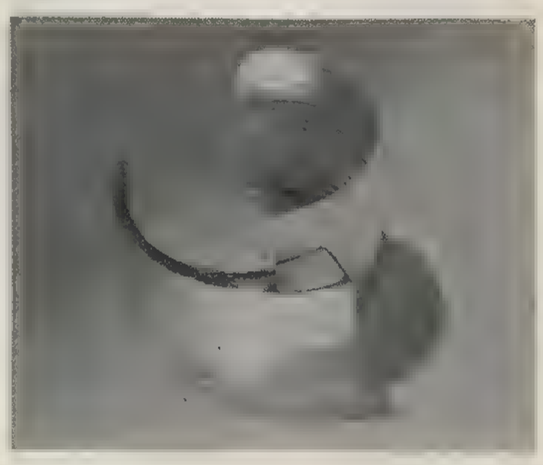

The Silver Standard is a good one indeed for this heavy, yet graceful, bracelet hammered out to order by Rebajes, 377 Fifth Avenue, Spanish silversmith who turns out original ornaments. Besides the bracelet ($45), he has earrings at $3.50 (plus tax), representing round-throated doves in flight.

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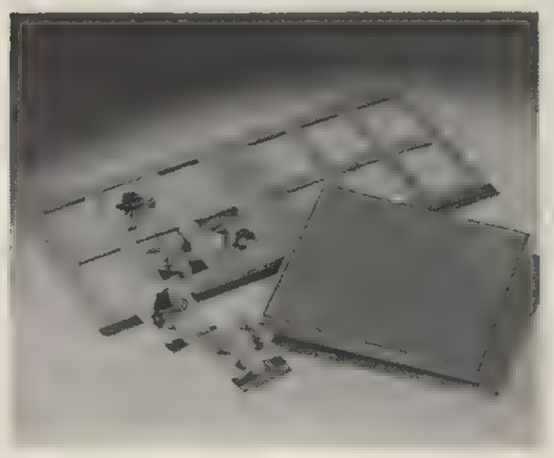
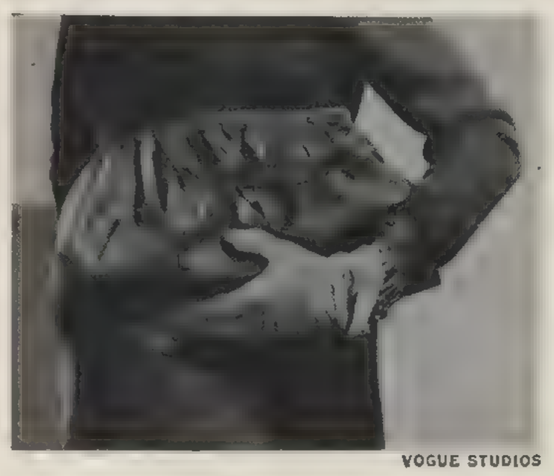


Family Album, stream-lined version, for an American soldier on the move. This compact frame for twelve pictures folds up into the space occupied by a wallet, comes with replaceable mounting cards. Hand-tooled blue, green, tan leather, $3.85. Daniel's Den, 48 Gloucester Street, Boston, Massachusetts.

For Spring Posies. Three heavy glass beakers with clean lines and a clear transparency. Six, eight, and ten inches tall, they cost $2.50, $3, and $5, plus postage, at Sweden House, 634 Fifth Avenue. Between them, they can handle any bouquet that comes into your life, from anemones to American beauties and enjoy it.



VOGUE STUDIOS

Beauty and Brains. Planning genius has split this navy-blue calf bag into a beauty and a brains section. One side is dedicated to your looks. The brains half has a billfold neatly moored to the lining. Also eight pockets. $22.50, plus fifteen cents postage, David's Fifth Avenue, 425 Fifth Avenue.

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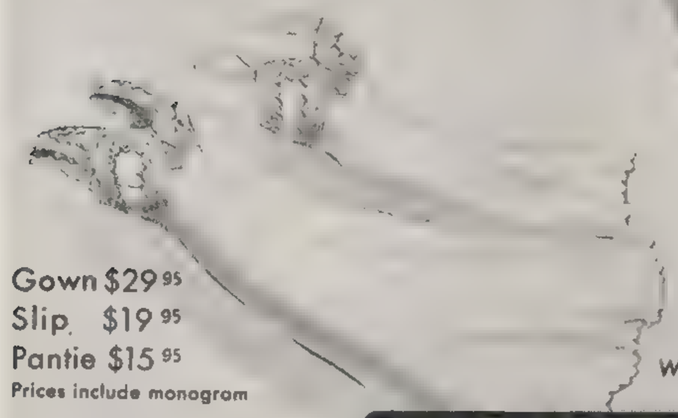

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Pantie $15.95
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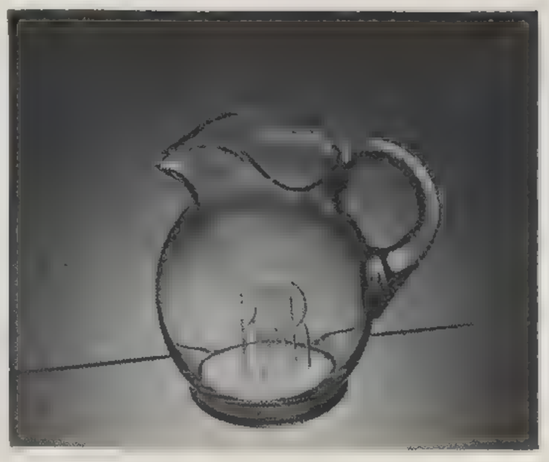

Pint-size Pitcher. Just big enough for breakfast fruit-juices, claret punch, or to tinkle with iced tea for two, this clear glass pitcher, with graceful, solid lines, comes with your monogram. $3.25 (express collect). Order by mail from MacDwyer & Co., P.O. Box 93, Station B, New York City.

Finishing Touch for that well-organized look, particularly if your hair is upswept, is a reliable pair of earrings. For instance, this pair of Richelieu simulated pearls that can hob-nob with either sweaters or satins. $2.50 at Gerlou, 501 Fifth Avenue, headquarters for all sorts of costume jewellery.

VOGUE STUDIOS

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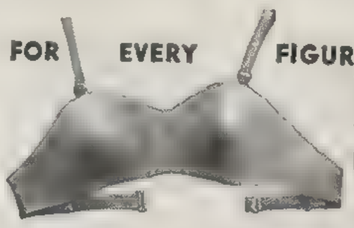

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Created by hand in caressing soft buckskin (Genuine Deerskin) and finished in a sun-tan beige. Send your foot outline and shoe size for immediate delivery of this soft sandal that hugs your foot like a glove.

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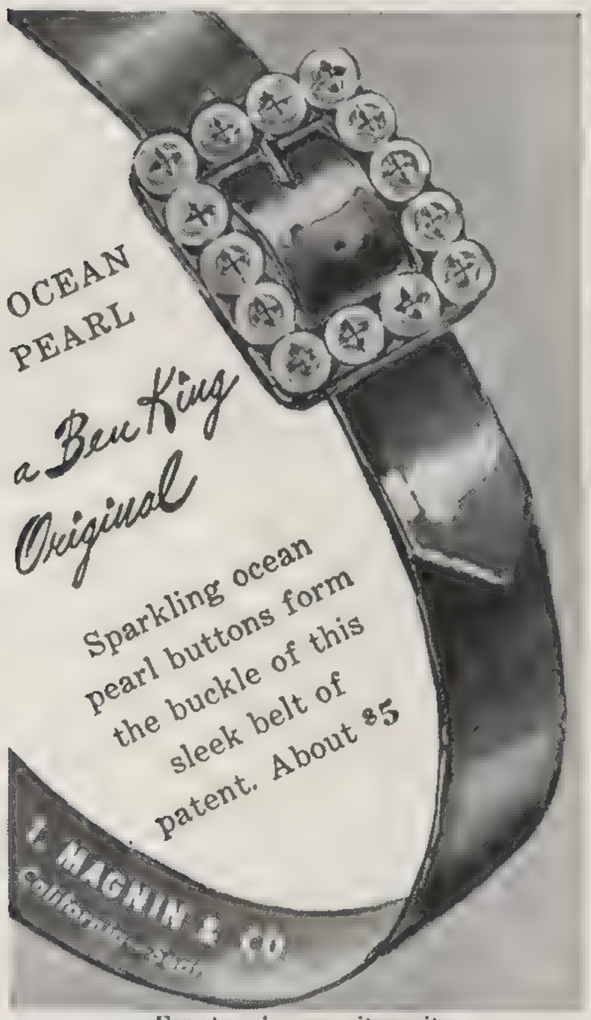

For store in your city write
MIDTOWN BELTS, Inc., 151 West 46th St., N. Y.

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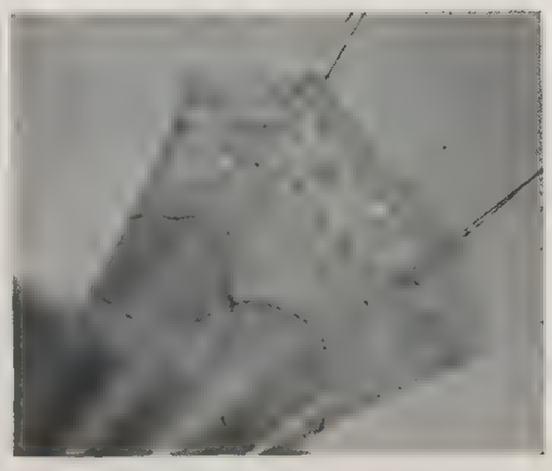
Shop Hound

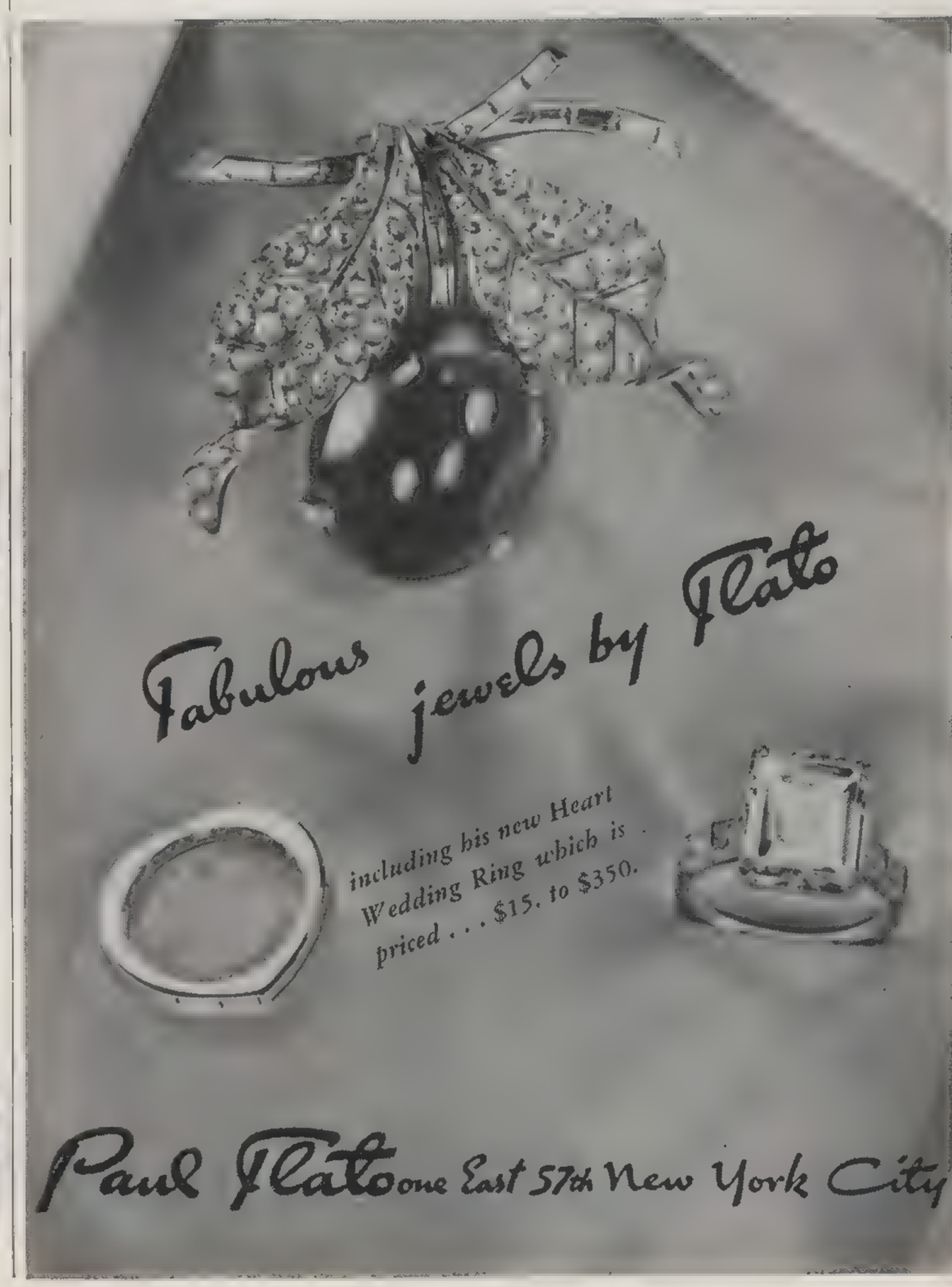
Tracks down bargains



For a Bride or any woman who makes a fetish of beautiful lingerie, this sheer white slip with real Valenciennes lace and crisscross hemstitching at the top. Rib-hugging inserts of satin make it fit like butter. Every stitch made by hand, to your measure. Emma A. Maloof, Inc., 444 Madison Avenue.

Sherry, pleasant substitute for cocktails, is coming into its own these days, and with it dry biscuits and the proper wine service—perhaps this Libbey decanter of crystal and twisted stem glasses by Jensen. Decanter, $12.50; glasses, $27 a dozen. Both at Georg Jensen's, 667 Fifth Avenue.

VOGUE STUDIOS



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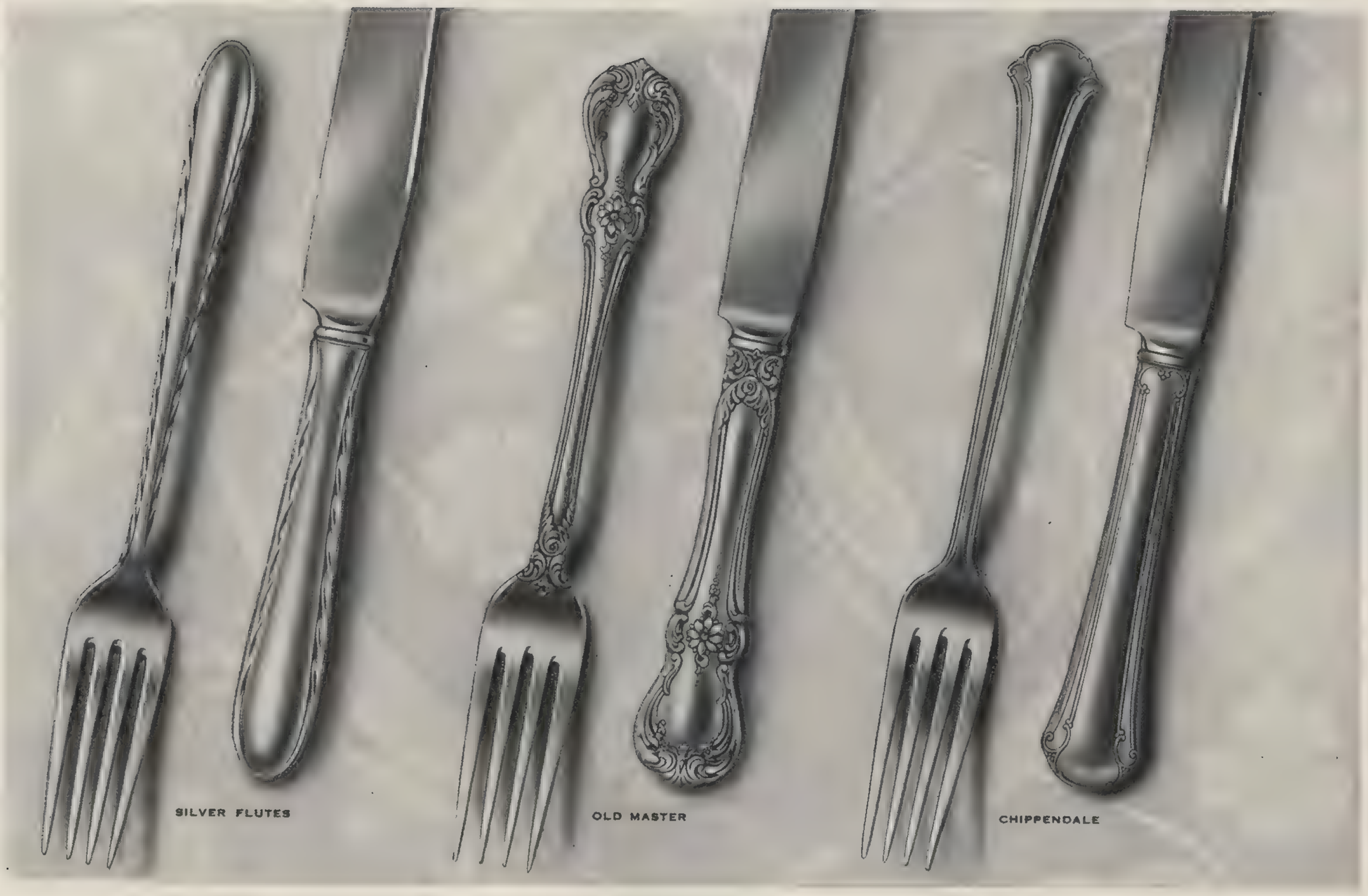

Certain moments in your Life stand out —

SOME SCENES in your life stand out forever in clear, vivid pictures . . . especially in times like these when war hovers close about you . . .

Perhaps it's a memory of your mother kissing you goodnight . . . you can still smell the fragrance of her perfume and see the way her hair shone in the dim light from the hall . . .

Or maybe you remember how your house looked in the twilight of a spring evening . . . the big bay window catching a last glow of sunlight . . . your Dad standing on the porch . . . a twist of blue smoke curling up from the chimney . . .

Or is it your mother's table that you see — always so beautifully set, with silver gleaming in the candlelight. . . . Perhaps that's the reason *your* table and *your* Towle Sterling are so important to you now. Some day you'd like your silver to gleam in someone's memory, too . . .

* * *

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Write for a free copy of "The Bride in Wartime — and her Towle Sterling" . . . a new booklet written to help you select your pattern and care for your Sterling. Address:
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APRIL 15, 1943

VOGUE

INCORPORATING VANITY FAIR

Published twice a month by

THE CONDÉ NAST PUBLICATIONS, INC.

Publishers of British Vogue, House & Garden, Vogue Pattern Book, and Glamour

HORST

ON THE COVER—New fashion: old-fashioned shirtwaist of handkerchief linen. High, starched collar, tucked front. Cellophane-straw sailor. "10 WEST, DAY" lipstick. All: Henri Bendel. Blouse, hat; I. Magnin

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THERE ARE TWO VOGUES:
AMERICAN and BRITISH
(French Vogue is temporarily suspended)

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Editor-in-Chief of the two Vogues

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Shop Hound

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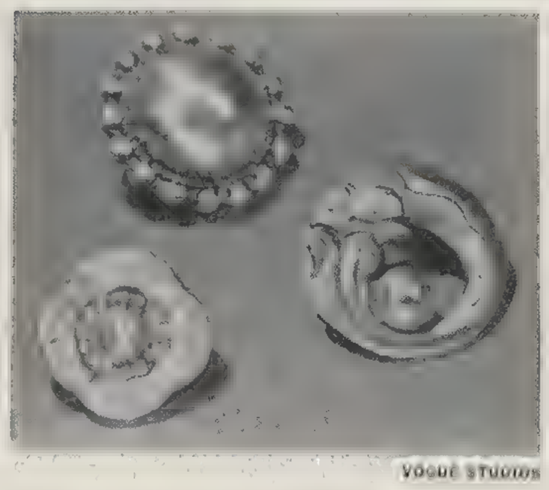
Children's Clothes. There need be no such thing as an awkward age for children, the proprietors of Toby Children's Clothes, Inc., affirm. They proceed to prove it with charmingly-designed dresses, such as this one of grey-and-tobacco non-crushable linen. The criss-cross front appeals to small fry. Mothers approve of the fine workmanship. To order, in any colour. Sizes 2-6, $18.50; 7-10, $21.50; 12-14, $24.50. At 714 Madison Avenue.

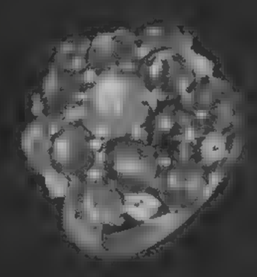
Jingle, Jangle—Not spurs, but buttons, nice weighty ones of sterling silver at the not-too-massive price of $1.50 each, including tax and postage. The pansy design is 7/8″ wide; the sphere, 1″ wide; and the one of the dolphin chasing its tail is 1 1/8″ inches across. George Stern Co., 191 Madison Avenue.



VOGUE STUDIOS

One-time purchase for this wartime Summer, soundest fashion insurance against wasteful spending. Only the finest quality fabrics available go into McMullen sports dresses, simply styled and shirtmaker's-tailored to last for many a season, if need be. Typical—this country "pretty" in exclusive plaid chambray, about 20.00. Other Gloucester chambrays from 14.95—launder like new, wear almost forever. Write for store name.

McMULLEN COMPANY · 475 FIFTH AVENUE · NEW YORK



Exquisite cluster ring of Star Sapphires, Star Rubies and Diamonds

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Insignia shown on left coat-sleeve means Third Division of the Army. *Single gold bar on shoulder means* second lieutenant

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CATCH his eye! Catch his heart! Keep your complexion radiantly clean, fresh-as-spring with famous Tussy *Emulsified Cleansing Cream.* Luscious-rich, fragrant as a flower, it gently softens as it cleanses. Perfect double duty cream for busy war-time days.

Tonight—scoop out a bit of *Emulsified Cleansing Cream* from your brand-new jar. Smooth all over face and throat. See how light and creamy-soft it is. How quickly it melts away stale make-up, clogging dust and grime . . . leaves skin looking scrubbed-clean, smooth as satin. Notice, too, that it gives a more pliant feeling to dry, drawn skin. Helps smooth away that end-of-winter roughness.

Tussy *Emulsified Cleansing Cream* is the ideal cleanser for thin, dry, or sensitive skin. Start the spring out right and bright. Get your jar of *Emulsified Cleansing Cream, today!* $1, $1.75, $3. *Plus tax.*

Spring Notes on Tussy Lipstick Shades

JEEP RED—bright red—with hint of blue. Wear with blues, grays. All Tussy Lipsticks are creamy-textured, softening.

SAFARI RED—bright and light as a desert flower. Exotic companion to jungle green, paradise blue pastels.

FIGHTING RED — strong and clear. Ideal with spring black, red, creamy-beige. Tussy Lipsticks are indelible as a girl could wish!

Tussy Lipstick, $1. Matching Cream Rouge, $1. Compact Rouge, 55¢. Plus tax.

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Tussy *for that young, young look*

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Time's-Eye View of Vogue

U.S. AT WAR

FOREIGN RELATIONS

"We Must Try to Forgive"

Wellesley College's most famed alumna went back last weekend. Mei-ling Soong's honor student class of '17 went to see how the campus had changed since her last May Day hoop rolling and June step singing. For Madame Chiang Kai-shek, the woman Mei-ling Soong had become, the Wellesley visit was a brief recess in her U.S. tour.

Madame Chiang drove through Wellesley village, it looked "just the same—only more painted." In Tower Court dormitory, where she lived as a senior a suite awaited her. She held an informal reception for 50 classmates of 1917, who laughed and gossiped like schoolgirls. After she had strolled over the campus in a pair of navy blue slacks, Wellesley's president conceded: "Her slacks have ruined our anti-slacks campaign. The faculty has suddenly reversed its stand. . . ."

She addressed the student body, overcome with emotion, she clung to the lectern, nearly collapsed. Then after two days as Mei-ling, she continued on her mission: to Chicago, to San Francisco.

The potency of the charm and mind of the Madame had already made her mission a tremendous personal success. If her slight, hard-driven body could keep up with her iron will, the tour might become as dramatic a personal triumph as Hero Lindbergh's 1927 tour, Candidate Wendell Willkie's 1940 train ride.

Last week's high point came before 0,000 people, jampacked into New York's Madison Square Garden. Behind her, the crowded stage spread a [illegible] blue cloth backdrop, on which [illegible] emblazoned huge red Chi[illegible] ideograph meaning glory. In [illegible] black dress, gold-trimmed, wearing green earrings, black gloves, she looked more like next month's *Vogue* than the avenging angel of 422,000,000 people.

On this night, Madame Chiang revealed the world ideal that drives [illegible]. She spoke of two concepts, expressed in Chinese as *ho-tsung* (cong[illegible]) and *hen-heng* (impetu[illegible] effort), from China's tan[illegible] called up the world [illegible] past a lesson for [illegible] tomorrow.

[illegible] 2,000 years ago in feudal China, the powerful state of Ts'in dominated six weaker kingdoms. Ts'in conceived the principle of *hen-heng*, and moved to swallow up its neighbors. The weaker kingdoms gave only lip service to their pledges of *ho-tsung*, failed to band themselves together for mutual protection. One by one they were attacked and destroyed by the kingdom of Ts'in.

Madame Chiang's question: Do we want history to repeat itself?

Her answer: "Never again must the dignity of man be outraged as it has been since the dawn of history.

"All nations, great & small, must have equal opportunity of development. Those who are stronger and more advanced should consider their strength as a trust to be used to help the weaker nations to fit themselves for full self-government and not to exploit them.

". . . There must be no bitterness in the reconstructed world. No matter what we have undergone and suffered, we must try to forgive those who injured us and remember only the lesson gained thereby.

". . . In order that this war may indeed be the war to end all wars in all ages, and that nations, great and small alike, may be allowed to live and let live in peace, security and freedom in the generations to come, cooperation in the true and highest sense of the word must be practiced.

"I have no doubt that the truly great leaders of the United Nations, those men with vision and forethought, are working toward crystallization of this ideal. Yet they too would be impotent if you and I did not give our all toward making it a reality."

17

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MME. CHIANG IN MADISON SQUARE GARDEN
"There must be no bitterness in the reconstructed world."
Associated Press

合縱
HO-TSUNG

[illegible]ese words were [illegible]hinese feudal his[illegible]ng Kai-shek (*see* [illegible] together: *tsung*, [illegible] policy de[illegible] peripatetic [illegible] six [illegible] the [illegible]-I, [illegible]ed [illegible]g [illegible]tes [illegible]in [illegible]t

In a long black dress, gold-trimmed, wearing green earrings, black gloves, she looked more like next month's *Vogue* than the avenging angel of 422,000,000 people.

BALKIN

Madame Chiang Kai-shek,

photographed especially for Vogue

May Ling Soong Chiang

AMERICAN MEMORABILIA ABOUT THE WIFE OF CHINA'S GENERALISSIMO CHIANG KAI-SHEK

BY ALLENE TALMEY

THERE is a communicable greatness about Madame Chiang, a tight-rope tension, a living control. Standing beside ripened politicians on platforms, she looked like a steel sword, thinned, beautiful, purposeful. Her phrases were always exact, her speeches had a disciplined cleanness. Her mind sees the target, figures the attack, and dives. When she is not ready to attack, but is attacked, she wards off pursuit with proverb and charm, using her beauty for delay.

When she spoke to Congress, she made a political speech of which the nut was simply: Japan is our first concern. "Let us not forget that Japan in her occupied areas today has greater resources at her command than Germany. Let us not forget that the longer Japan is left in undisputed possession of these resources, the stronger she must become. Each passing day takes more toll in lives of both Americans and Chinese. Let us not forget that the Japanese are an intransigent people."

When she spoke at Madison Square Garden in the blue-flagged hall to sixteen thousand, she cut through the emotion of Mayor LaGuardia, who burst out with "Madame Chiang, we love you"; she cut through a sumptuous display of tired adjectives by a team of nine Governors to say: "There must be no bitterness in the reconstructed world." She said: "No matter what we have undergone and suffered, we must try to forgive those who injured us and remember only the lesson gained thereby."

When she spoke, with her own heartbreaking emotion at Wellesley College, she spoke on what she, best of all women, knew—the necessity for world coöperation, the responsibility of the educated women. She said: "First comes coöperation.... Second, the spirit of humility.... Last but not least ranks probity in thought and action. It is transcendent thinking, and the translating of these thoughts into deeds worthy of the name of human progress, which differentiates men from beasts. Always have we frowned on moral turpitude, yet intellectual and mental dissipation are no less culpable of disdain. The tartuffes, and the mentally lackadaisical, have had more than their share in nurturing the evils of our day."

Every speech revealed her dual education. Her Western learning showed in her references to Gobineau, Houston Chamberlain, Marguerite of Navarre, Catharine Cybo, Loyola, Sapor, Augustus, and Valerian; through references to the Catholic Church, to the feminist movement, to the Suffragette movement in England and the United States. Her Chinese learning showed in references to Chinese legend and history, to such Chinese wise men as Sun Yat-sen, Sun-tse, and Su Hsin. (In 1918, her father, Charles Jones Soong, insisted on her studying the Chinese classics and China's intricate history, eight hours a day for several years before he would allow her to work for China.)

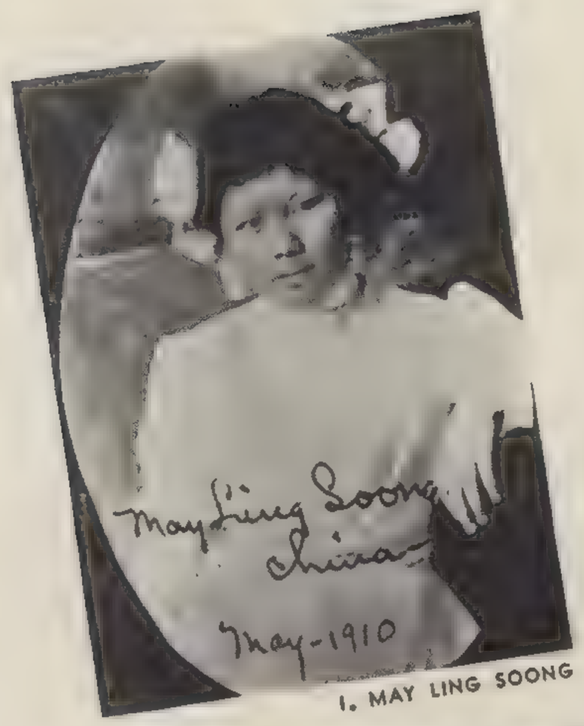
CONTINUED ON THE NEXT TWO PAGES

Madame Chiang's press conferences, guarded by the F.B.I., were like short exhibitions of parrying technique. It was like watching a billiard player angle a ball into the pocket so dexterously that audiences laughed in excitement. Sitting at the White House, in her grey-patterned black dress, the aviation wings she always wears shining clear, she seemed extraordinarily cool. Her accent was cool, her speech rhythm cool against the cabbage-leaf questions, full of excess explanations in which the questioners tried to soften needlessly the blow of their innocuous questions. (Americans somehow prefer to conceal the name China, referring to that oldest of countries, that great Oriental land, but Madame Chiang said: "China is...") Her answers were honest, direct, or amusing, and she ducked all political shrapnel. Instead she told what she intended to tell all along.

When she talks, her broad, flat, intellectual face, with its curious, engrossing beauty, frequently has a quizzical expression; her eyes narrow down, her small, wiry hands rest in the position of twin hooded serpents, quiet but not relaxed. She prefaces her answers with hesitation, and then speaks, as all the world knows, in a low, un-Chinese pitch and tempo.

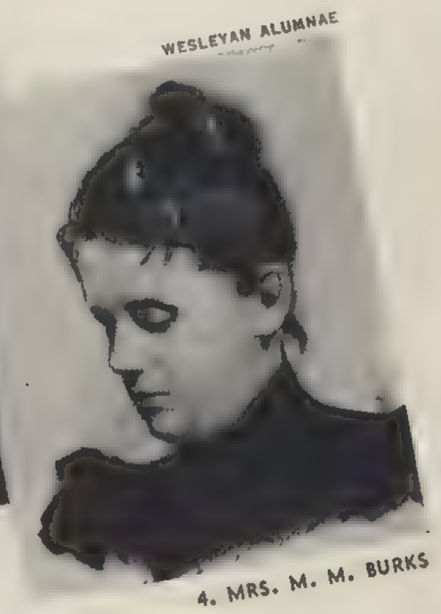
Madame Chiang has the same clothes understanding as a great actress. She uses them as props, for effects, and she loves them. For Congress she wore a sable coat, diamonds in her ears; for Madison Square Garden, black with gold embroideries; for Wellesley, brilliant blue velvet. Her hair has the breath of a wave, her nails are painted a light, bright red, and she wears high-heeled American platform shoes. When she saw again at Wellesley her beloved English professor, Annie K. Tuell, with whom she lived those four years at College, she kissed her and said, "You're wearing the same hat as in 1917." (It was.)

So deep ran the heroine worship, so important was her mission, so stirring was her appeal, both intellectually and as a woman, that there were moments when it was necessary to remind Americans of her war program. Direct, crisp-minded, she said, "Push the enemy into the sea."

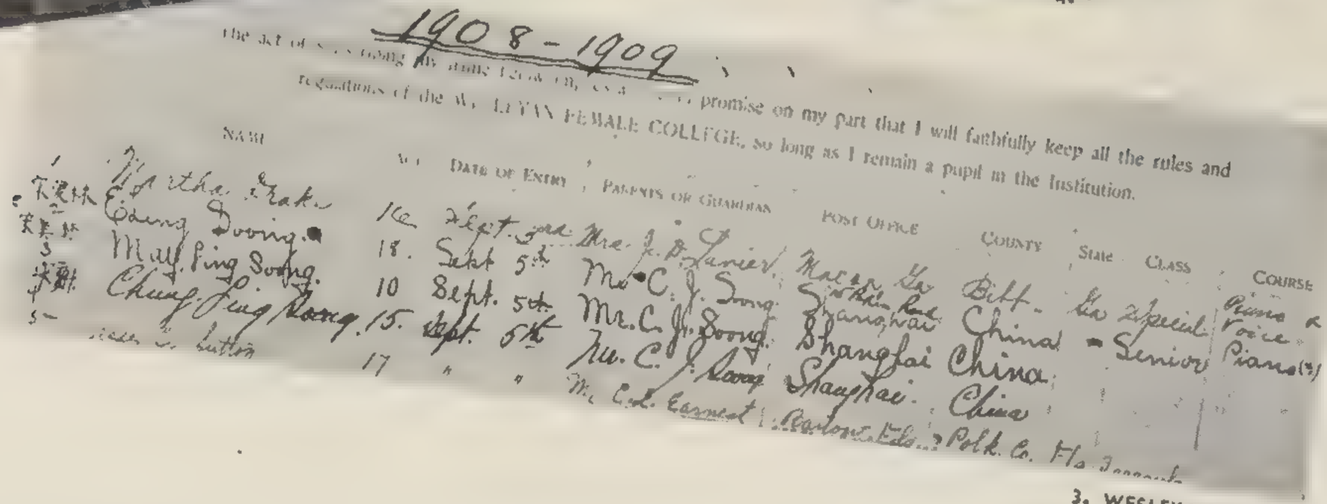


1. MAY LING SOONG

2. WESLEYAN COLLEGE


WESLEYAN ALUMNAE
4. MRS. M. M. BURKS

BALKIN
5. WELLESLEY CHAPEL


1908-1909

promise on my part that I will faithfully keep all the rules and regulations of the WESLEYAN FEMALE COLLEGE, so long as I remain a pupil in the Institution.

No.	Name	Date of Entry	Parents or Guardian	Post Office	County	State	Class	Course
1	Martha Crate	16 Sept. 5th	Mrs. J. D. Lanier	Macon	Bibb	Ga	Special	Piano & Voice
2	Ching Soong	18. Sept 5th	Mr. C. J. Soong	Shanghai	China		Senior	Piano (?)
3	May Ling Soong	10 Sept. 5th	Mr. C. J. Soong	Shanghai	China			
4	Chung Ling Soong	15. Sept. 5th	Mr. C. J. Soong	Shanghai	China			
5	[illegible] Cutter	17 " "	Mr. C. L. Earnest	Cartersville	Polk Co.	Ga		

3. WESLEYAN PLEDGE

BALKIN

8. AT WELLESLEY: MADAME CHIANG WITH LIEUT. COMMANDER MILDRED H. MCAFEE OF THE WAVES, WELLESLEY PRESIDENT-ON-LEAVE

CULVER

7. MADAME CHIANG AND THE GENERALISSIMO

6. PROFESSOR ANNIE K. TUELL

1. May Ling Soong, twelve years old, with bows in her hair—"chubby...and saucy"

2. Wesleyan at Macon, Georgia. May Ling at ten, insisted on coming with her two older sisters

3. Wesleyan pledge by three Soongs. Note the Chinese characters, May Ling's English script

4. Mrs. M. M. Burks, Professor of English at Wesleyan, who mothered under-age May Ling

5. Wellesley College Chapel at Wellesley, Massachusetts, where May Ling was given degree

6. Miss Annie K. Tuell, Professor of English, with whom May Ling lived at Wellesley

7. Generalissimo Chiang Kai-shek and May Ling Soong on their wedding-day, December 1, 1927

8. Guarded by the F.B.I., Madame Chiang just before her notable Wellesley speech

RAWLINGS

BETTINA BOLEGARD in a hat of flowers and fruit—a helmet for Pan. A head-dress never to be worn solemnly...or carelessly, either...and never in the full light of day. Always with a man. *The* man. Bettina Bolegard's small-violet face makes her a starring hat-model and a prized Army Pin-up (remember her red beret portrait, Vogue, Nov. 15?). Bucolic head-dress of frosted grapes massed with roses, by and at John-Frederics; I. Magnin; Vandervoort's

ANNA LEE. British star...small...gentle...afire. She plays the tragic rôle of Mascha in Czechoslovakian-set film, "Hangmen Also Die." Here she does a straight romantic part in a hydrangea-and-camellia head-dress. You wear it, too—if you have the face for it...and a place for it. It's a dream...properly pinned among proper curls...accompanied by a well-bred little dinner-dress that's polite about letting the hat take the honours. A Bergdorf Goodman Original

On these pages, the long and short of Mainbocher's credo for Evening, 1943. He's designed many short formal dresses—because, in crowded cafés and theatres, they're "handy, helpful, right." And he shows a full quota of what he calls "honest-to-God evening dresses." Long, dark dresses for the occasions when nothing else is absolutely right. Dresses to wear many years, all year long. Feminine, disciplined dresses—soignée, sane. For summer nights in town, long net dresses topped with little hats, and looking "as different as it's well mannered to look, this year."

Above: Sequins spatter this evening dress of brown-and-white gingham. Short cape; shoulder bows. Opposite: Two dinner-dresses of black silk net. First, floor-length fringe swaying over a short skirt. One sleeve drifts off into a scarf. Second: Mainbocher's double-flounce silhouette. Pigskin belt

WAR IS NO TIME FOR JITTERS

War nerves are out for the duration...and faith, knowledge, action must take their place

By Foster Kennedy, M.D.

[EDITOR'S NOTE: *One war ago, Dr. Foster Kennedy was a Major in the British Medical Corps—he knows his wartime nerves. Now a neurologist with international authority, he's a professor at Cornell's Medical School in New York, heads the neurology department at Bellevue, and acts as consulting neurologist to half a dozen hospitals and Government committees. Born in Belfast, he was offered a medical position in America thirty-three years ago, meets his great responsibilities with the vigour and wit of an Ulster Scot.*]

FAITH, knowledge, and action—from the neurologist's front seat, this all-powerful triumvirate appears to be an almost infallible panacea. This holds true in time of peace and is one-hundredfold more sure in wartime. Today with seventy-five per cent. of the women of the country directly affected by the war, their lives recast, their readjustments countless, their advisers conflicting and without number, it seems vital that a few plain facts be restated as simply as possible.

Have faith. Trust in your fighting allies, and cut short the nagging criticism. Trust in the men of your Government—remember you elected them. Trust yourself, your ability to endure, and your heart will bolster your endurance. Strengthen your faith in prayer. Go to church regularly—if you've never belonged to a church, join one. Remember, if you must have the authority of modern psychology, that man is a herd animal, he runs best with his kind, he needs communion with his kind, he is exalted by his kind. In spite of rumours to the contrary, most men of science have had a simple belief in God, a deep-set confidence in the inevitable victory of the ultimate good. We must touch the fringe of the unfathomable to know ourselves.

Have knowledge. Reading great writing makes your everyday world great. Always have a truly great book at hand to read sometime during the day, every day. *War and Peace*, by Tolstoy; *Westward Ho!*, by Kingsley; any of Winston Churchill's books...will give you plenty to think about—will engage your heart and your brain. Don't depend on snippets from magazines, condensed speeches, and predigested novels. They're likely to surfeit and not to satisfy, like dining off sardines and olives and anchovies, instead of steak and potatoes.

READ at least one newspaper a day, and read it through. Don't think that you'll do as well by reading the head-lines of several different papers—you're only fooling yourself. Choose the best paper available, read it thoroughly, read it daily, and don't skip the editorial page. Let the news simmer in the back of your mind, pass it through your mental grist mill, weigh the facts, the inferences, the trends—deciding for yourself what is true and false. (This kind of appraisal pays dividends in human relations, as well.)

Don't be rattled by radioed opinions; the commentators are often very ordinary men with assertive manners, and, like the rest of us, with a living to make. Radio broadcasts are purely supplementary knowledge aids. As one man said after the New York newspaper strike, "Depending on radio news only was like drinking from the garden hose when you're thirsty, instead of from a mountain spring."

Take action. Remember that a full day makes a full life at any time. There is no one whose work is not needed by the country today, all *can* and must help. The way to happiness, after all, lies in responsible work, well done. There is no use to tell in detail what we should do—get the principles right, and the details fall into place and take care of themselves.

Work comes first. Then think of giving and little of getting. Leave off private quarreling, feuding, and sniping for the duration. And finally remember to laugh. A man recently escaped from a German prison camp said, "Although our food was stinking, our clothes full of vermin, our future uncertain, we still managed sometimes to laugh." There's usually something to laugh at—and if nothing better comes along, you can laugh at yourself.

As important as any other specific against the jitters is this: Women of America, for heaven's sake—eat better. American women don't, and won't, eat enough. And they drink too much water, so that most of them are as water-logged as an old schooner open at the seams. The young ones are too absorbed in keeping thin to eat properly, and the old ones in getting thin. As a result of stringent and semi-lax, but long-range, dieting, they lose their appetites—and their tempers.

Take the average suburban wife, for instance. Her breakfast is probably fruit-juice and coffee. About noon, she eats "whatever she happens to find"—a glass of milk, a piece of cake, something left over from the night before. After feeding the children around five in the afternoon, she feels a short hunger. Does she have tea, toast, and jam? Of course not; that she considers practically a degenerate English habit. Instead, she nibbles on some candy, or smokes a few extra cigarettes. And by the time she's gotten dinner ready around seven-thirty and sits down to eat it, she's not hungry. This is a deficiency diet, plain and simple. It leads to bad tempers, depression, and a tendency toward malicious gossip and rumour-mongering. I say, take action and eat—and as a result, feel better, act better, and look better.

NEVER before has it been as important for women to remain unafraid, serene, and smiling. They have much work to do, today in the war, tomorrow in the peace. They must go about their business calmly and efficiently, caring for their own needs, those of their husbands and families. After that comes the need of the neighbours—there can be no more personal isolationists. And after all that is done, women will be called on more and more to fill places emptied by the men who have gone to fight. They must be as stout-hearted and implacable as the enemy, as compassionate, as ready to aid, as Americans have always been. Nor shall they permit our little men in Congresses and Parliaments to write into the peace, hatred instead of compassion, frustration instead of purpose, so-called realism instead of faith.

RAWLINGS

FOR WAR WORK, WITH UNIFORMS—CUTEX NEW "ON DUTY" POLISH SHADE

RECLASSIFIED **Gentle Reader, read the specially classified section above.**

And understand you've been reclassified—out of the gentle class.

Help Wanted!—your help. Wanted urgently. On farms. In Service Corps.

In hospitals. In factories. In uniform, or in mufti. And in time!

HORST

Blue Denim.

Blue denim comes a long, long way from the farm-hand to the fair hands of designer Claire McCardell. First: Striped denim, Cravenetted, reversible coat ($18), worn with a jersey and skirt. Second: Blue denim suit; $13. All; Lord and Taylor; L. S. Ayres; Harzfeld's. Complexions courtesy of Max Factor Hollywood "Pan-Cake Make-up"

. . Shirting Madras

Perfect-for-Sunday-lunch dress, made of men's cotton madras shirting, fastened with studs. A pretty, pretty dress with an under-tucked apron-peplum and a soft, fresh quality. Under $13. Henri Bendel's Young-Timers; I. Magnin. Revlon's "Scarlet Slipper" lipstick

HORST · CONDÉ NAST ENGRAVING

JEWELS, PAUL FLATO. BERET, MME. PAULINE

Pattern for Pink Collarless jacket-dress, smooth as cream. Whip it up yourself, of Everfast pink spun rayon. With it, wear three slender Criterion belts, Wear-Right red suède gloves. Nice with cool pink, the warm "Pastel Pink" of Beauty Counselors' lipstick. Vogue Pattern Design for Dressmaking, No. 9670. Back view, sizes, page 86

Personal Planning

ON THE NEXT TEN PAGES... EFFICIENCY CLOTHES PLANS OF FIVE BUSY WOMEN

But how, you think, can one make personal plans now? In a world concerned with global and post-war and Beveridge and Ruml plans—isn't personal planning something of a mockery? But personal planning—as we mean it—isn't planning to build a house, or carve out a career, or find a new place for a holiday. It isn't personal dreaming and scheming. Personal planning is the planning of yourself—of your time and energy and effort and money and clothes—so that your heart and hands are free to go on to the planning, and doing, of the primary things of life.

Even though you can't plan your life as you once could, you can plan your attitude toward life. You can plan the quality and colour of your mind. No one can make you cruel or kind. You do that for yourself. No one can make you well-informed about the thousand facets of life today. You do that for yourself. No one can make you a warm friend, a good companion, a steady war worker (even after the first excitement wears off). You do all those things for yourself.

You can plan your time—so that none of your precious stock of minutes is frittered away. You can plan your reading—so that knowledge replaces opinion. You can plan a garden—and so harvest a crop of health and vitamins. You can plan your meals—and so guard the strength and well-being of your family. You can plan your house—and so bring a little serenity into your own private world. You can plan the spending of your money—and so have more to give.

And you can plan your clothes—so that you can forget them, so that they fall into the proper subordinate place, so that they leave you free to do your best. Women who do the biggest jobs, have the biggest responsibilities and obligations usually have the smallest wardrobes. Small—but well-planned and well-organized. On the next ten pages—you see the compact clothes plans of five busy women. Any of them may give you ideas for speeding up your own efficiency. Do not, for a moment, think that clothes are not worth planning. They involve not only an expenditure of time and money, but the effect you have on the world and on yourself.

More Clothes Efficiency ➡

Mrs. John M. Schiff

AN A.W.V.S. EXECUTIVE'S EFFICIENT CLOTHES PLAN

She works from nine to six...as Treasurer for Greater New York's 118,000 members of the American Women's Volunteer Service, and as Chairman of the Parade Committee. Very few, very good, very right clothes help to keep her busy schedule smooth. When she's not in uniform, she wears suits...this spring, she chooses bright green wool because it's as good as grass for anywhere, with anything. For off-duty nights, a short black dinner-dress gives her a plain ground for bright ideas.

HORST

Opposite: In the uniform of the A.W.V.S.

Mrs. Schiff comes home from a day of work.

Above: Short black dinner-dress. Lace yoke.

Good uniform for most off-duty nights.

Simple enough to invite a black feathered head-dress...

Filmy veil...aquamarine jewels and gloves.

Right: Adaptable bright green wool suit.

Can take a train, a country walk, a town lunch.

Accessories gauge the occasion, name the season.

More Clothes Efficiency

The Hon. Winifred Stanley

CLOTHES LOGIC OF A CONGRESSWOMAN AND TRIAL-LAWYER

She was a trial lawyer and prosecutor before going to Capitol Hill; she is the youngest woman in the House of Representatives...and the tiniest. She has a doll-size figure (size 10), but vetoes dressing like one. Trim suits are her platform. But she amends their trimness with frilly blouses, soft bow necks, or beguiling flower hats on her prematurely white hair. For dinner—she usually has to speak at political dinners—she likes long-skirted, long-sleeved dresses—in gentle colours.

JOFFÉ

PHOTOGRAPH BY BALKIN

Rep. Stanley advocates trim suits—plus a few frills. Like the grey tweed suit (directly above) plus a bow blouse. Like the black linen suit (left above) plus white beads, and a white organdie hat for tea at the Mayflower.

Hats aren't protocol in the House, but elsewhere she wears pretty, small, beflowered hats—like the three left.

Opposite: Rep. Stanley at her desk in Washington.

More Clothes Efficiency

HORST

Mrs. Wendell Willkie

CONDENSED CLOTHES PLAN OF A POLITICAL LEADER'S WIFE

Besides being the wife of The Opposition's most prominent member—Edith Wilk Willkie is trustee of the New York Infirmary for Women and Children...worker for China Relief, the Girl Scouts, Service Men. Her strong clothes conviction—"Never to be conspicuously *in* fashion or *out* of it." Clothes are to her, as to many of America's women, a pleasant means—not an end in themselves.

Mrs. Willkie believes in pretty, quiet dresses. Like that above—dotted dress and quilted jacket. She adores little white hats...felt tricorn.

She endorses the one-colour scheme... Like the blue wool, left, with a piqué ribbon. And again the tiny white hat...this time of flowers.

Opposite page: The quiet type of dinner-dress that she likes—navy-blue with face-framing white.

More Clothes Efficiency

Miss Gertrude Lawrence

DUAL-RÔLE CLOTHES OF AN ACTRESS-U.S.O. WORKER

She's actress-singer-dancer, on the stage. Mrs. Richard Aldrich, in private life. Her high-strung grace flashes in "Lady in the Dark"—and in war work, transatlantic, coast to coast. She drives an ambulance; she's American president of the ENSA (British U.S.O.). She plans her clothes to play a dual rôle—simple enough to fit into off-stage life, effective enough to appear at War Bond rallies, Service Centres. She likes close, clean lines, clear colour.

RAWLINGS

Miss Lawrence follows the custom of many women to whom clothes are professionally important, and is dressed by one designer—in her case, Hattie Carnegie.

Opposite page—the dramatic simplicity she likes—blue crêpe with shocking-pink sash and gloves.

On this page—a black taffeta day suit and one of the useful short dinner-dresses; satin with a low décolletage which can be entirely covered by a jacket.

Right—four of her characteristic, unaffected things for day.

More Clothes Efficiency

HORST

Mrs. Walter Hoving

A CHARITY ORGANIZER AND HER WELL-MANAGED WARDROBE

She gives all her time to four charities: the U.S.O., Salvation Army, New York Infirmary for Women and Children, Musicians' Emergency Fund. Convertibility is the key to her clothes plan. She keeps her wardrobe capsule size by making one evening dress into three; varies the effect of a dinner-dress by accessory changes; reorganizes suits with bright gilets. We give you her well-ordered, nuisance-proof plan below.

HORST

Above: At home in a long evening dress. Convertible, three-way, all-year plan... Pale blue chiffon skirt; black chiffon blouse. Alternates: blue blouse; black faille jacket. With this, non-rationed grosgrain sandals.

Left: A short dinner-dress for any evening out. Alternates: pink-and-black plaid hat, ostrich boa; Blue skull-cap and fur scarf. With this, suède pumps.

Opposite: At her desk, in a beige jersey dress. An alternate for the trim suits she often wears. Like the black one, with bow blouse, at top of page.

Nice at Night
...this short,
formal dress...
black over pink
rayon chiffon. $30.
Altman, Carson Pirie Scott

Pretty, P.M.
Short evening dress...
sheer black
Mallinson rayon crêpe..
Low V; shoulder bows. $30.
Best; Jordan Marsh
R.R.Bruché

DO YOU KNOW

THE ANSWERS to these questions are on the opposite page, upside down.

Here are nine celebrities, all in the public eye, all highly important in their own fields, and their field is entertainment. For some curious reason, their names are not public property, instantly recognized.

Among them are four playwrights who collect enormous royalties for their six shows; two radio figures, not actors, who are constantly paraded before their microphone audiences; a distinguished musical performer; and two who are really behind the scenes, but whose achievements have certain spectacular points. Who are they?

1. Do you know this pair who have written the slam-bang books for two of the top musical comedy hits, "Something for the Boys" and "Let's Face It!"? Brother and sister, they are the children of a great comedian. Thin, good-looking, auburn-haired, she has written serious poetry, but her most famous lyric is the anti-gold-digger, "I Can't Give You Anything But Love, Baby." She lives in Connecticut with her husband, two-year-old daughter, goes to all rehearsals of her shows. Her brother was part of a great theatrical trio; later did the books for "Hit the Deck" and "DuBarry Was a Lady"; to the scores, in turn, of Richard Rodgers, Vincent Youmans, and Cole Porter.

2. Do you know that the new hero among costume designers is this twenty-six-year-old who did the extraordinarily beautiful clothes for "The Pirate," dressing Lynn Fontanne in great, splashy nineteenth-century charm, did the equally splashy new "Ziegfeld Follies" and "Oklahoma," concentrating on fresh colours? Before his success, he spent a year designing clothes for a wholesaler, later helped with the costumes for the circus when Norman Bel Geddes did the Marco Polo edition. It took him two and a half years to hit the theatrical jack-pot.

3. Do you know this author of "Arsenic and Old Lace," which has been on Broadway for eighteen months and is now the love of London? He used to teach English and musical theory at a Mennonite College; then switched to show business, playing the juvenile lead on the road in "Gentlemen Prefer Blondes." He finally switched to writing, concentrating on the pulp magazines. After two plays died in infancy, he wrote "Arsenic" three times, and is now living happily a tweedy-and-pipe existence. Even companies in South America play his homicide horror of two old ladies from Brooklyn and their poisoned elderberry wine.

4. Do you know this great French pianist who has now played with practically all the major orchestras here? His own score, "Double Concerto for Two Pianos and Orchestra," was recently performed by both the Cincinnati and Rochester Orchestras, with the composer and his wife at two pianos. A performer in the great tradition of French pianism, with its special rhythms, he is the son of a distinguished musical family. Like so many other notable musicians, he was first introduced here in the United States by Toscanini.

5. Do you know this twenty-nine-year-old American composer who conducts one of the most publicized musical shows on the radio and whose tone poem, "Lincoln's Legend," had its début under Toscanini this year; later being flown to Russia at the request of the Soviet Government? Tall, thin, quiet, he started out as a radio studio pianist, then got an orchestra together, and turned into the top radio-developed conductor on various highly popular programs, playing his own intricate arrangements. His own scores, incidentally, have been played by Leopold Stokowski, Artur Rodzinski, and Fritz Reiner.

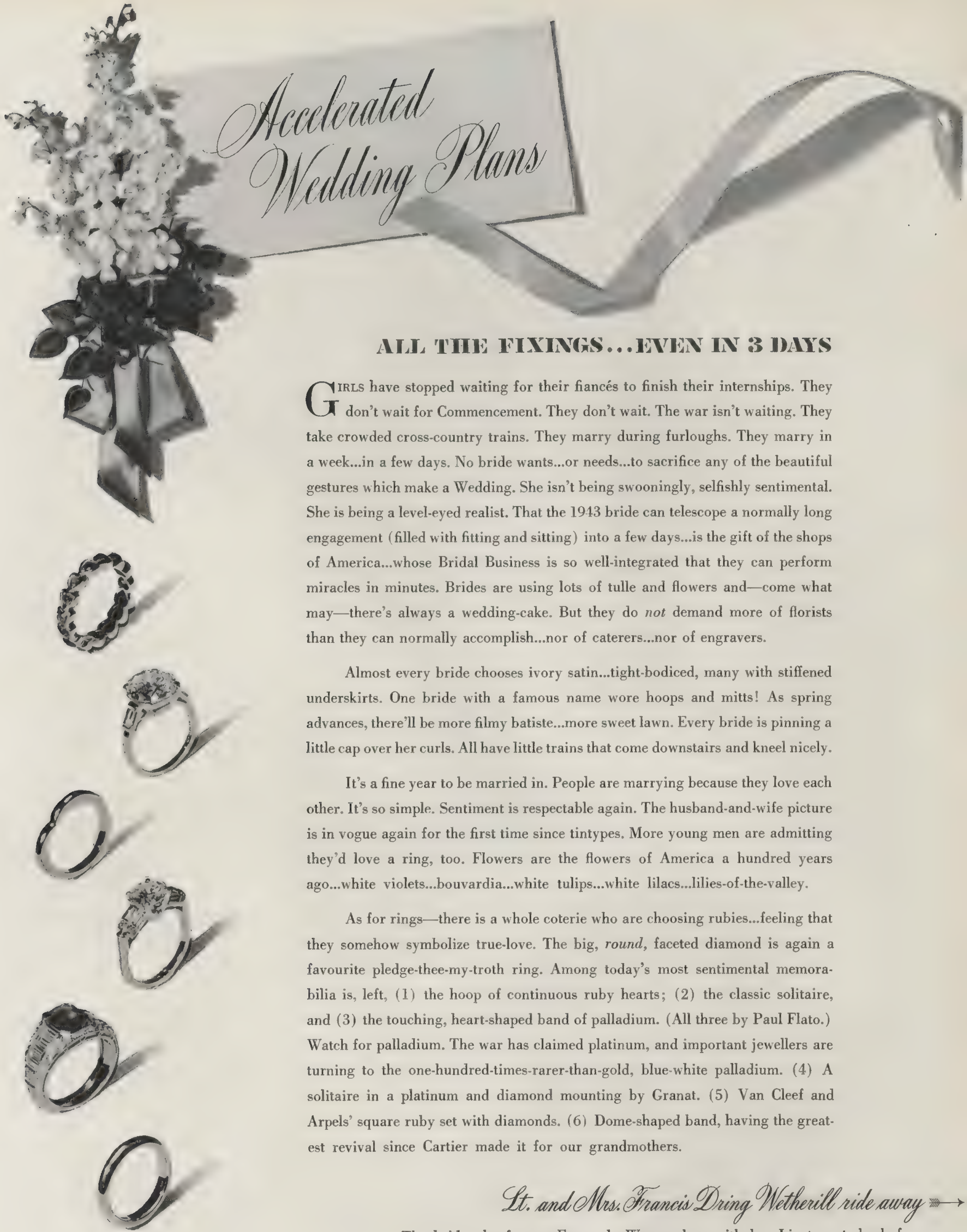
6. Do you know this important radio playwright-producer and director, whose shows, "Who Hold These Truths" and "The Bill of Rights," are now radio classics? Although he has only been in radio (with the Columbia Broadcasting Company) for four years, he has had an amazing line of successes. He was the first to put on the John Latouche-Earl Robinson "Ballad for Americans," later wrote his own plays, now collected into one book, went to England, and there put on his plays for the BBC. He is the first radio playwright to be honoured by a thousand-dollar grant from the American Academy of Letters.

7. Do you know this producer of two of the most extravagant hits on Broadway, "Something for the Boys" and "Star and Garter"? Now he considers himself a stream-lined P. T. Barnum, and looks back fondly towards the days when he was a pitchman with county fairs, a soda jerker, and an apprentice druggist. His first spectacular hit was "The Hot Mikado," which he later moved to the World's Fair, cutting into Billy Rose's amusement oyster. Last summer, he gave burlesque a Cartier setting to star Gypsy Rose Lee, now has, as his great magnet, Ethel Merman.

8. Do you know this playwright who collects royalties on three comedy hits, "The Doughgirls," "My Sister Eileen," and "Junior Miss"? The first one he wrote alone; the other two with a collaborator. (He is the elder brother of the writing pair at the top of the opposite page.) A lawyer, the first World War interrupted his career. (He hated the law, was in it to please his father.) When he came back from service he started writing skits for Ziegfeld, later went into the perfume business, and then back to the theatre. He spent ten years in Hollywood, now lives happily in New York, overseeing his three successes.

SEVEN PHOTOGRAPHS BY LUIS LEMUS

1. Herbert and Dorothy Fields
2. Miles White
3. Joseph Kesselring
4. Robert Casadesus
5. Morton Gould
6. Norman Corwin
7. Michael Todd
8. Joseph Fields



ALL THE FIXINGS...EVEN IN 3 DAYS

GIRLS have stopped waiting for their fiancés to finish their internships. They don't wait for Commencement. They don't wait. The war isn't waiting. They take crowded cross-country trains. They marry during furloughs. They marry in a week...in a few days. No bride wants...or needs...to sacrifice any of the beautiful gestures which make a Wedding. She isn't being swooningly, selfishly sentimental. She is being a level-eyed realist. That the 1943 bride can telescope a normally long engagement (filled with fitting and sitting) into a few days...is the gift of the shops of America...whose Bridal Business is so well-integrated that they can perform miracles in minutes. Brides are using lots of tulle and flowers and—come what may—there's always a wedding-cake. But they do *not* demand more of florists than they can normally accomplish...nor of caterers...nor of engravers.

Almost every bride chooses ivory satin...tight-bodiced, many with stiffened underskirts. One bride with a famous name wore hoops and mitts! As spring advances, there'll be more filmy batiste...more sweet lawn. Every bride is pinning a little cap over her curls. All have little trains that come downstairs and kneel nicely.

It's a fine year to be married in. People are marrying because they love each other. It's so simple. Sentiment is respectable again. The husband-and-wife picture is in vogue again for the first time since tintypes. More young men are admitting they'd love a ring, too. Flowers are the flowers of America a hundred years ago...white violets...bouvardia...white tulips...white lilacs...lilies-of-the-valley.

As for rings—there is a whole coterie who are choosing rubies...feeling that they somehow symbolize true-love. The big, *round,* faceted diamond is again a favourite pledge-thee-my-troth ring. Among today's most sentimental memorabilia is, left, (1) the hoop of continuous ruby hearts; (2) the classic solitaire, and (3) the touching, heart-shaped band of palladium. (All three by Paul Flato.) Watch for palladium. The war has claimed platinum, and important jewellers are turning to the one-hundred-times-rarer-than-gold, blue-white palladium. (4) A solitaire in a platinum and diamond mounting by Granat. (5) Van Cleef and Arpels' square ruby set with diamonds. (6) Dome-shaped band, having the greatest revival since Cartier made it for our grandmothers.

Lt. and Mrs. Francis Dring Wetherill ride away →

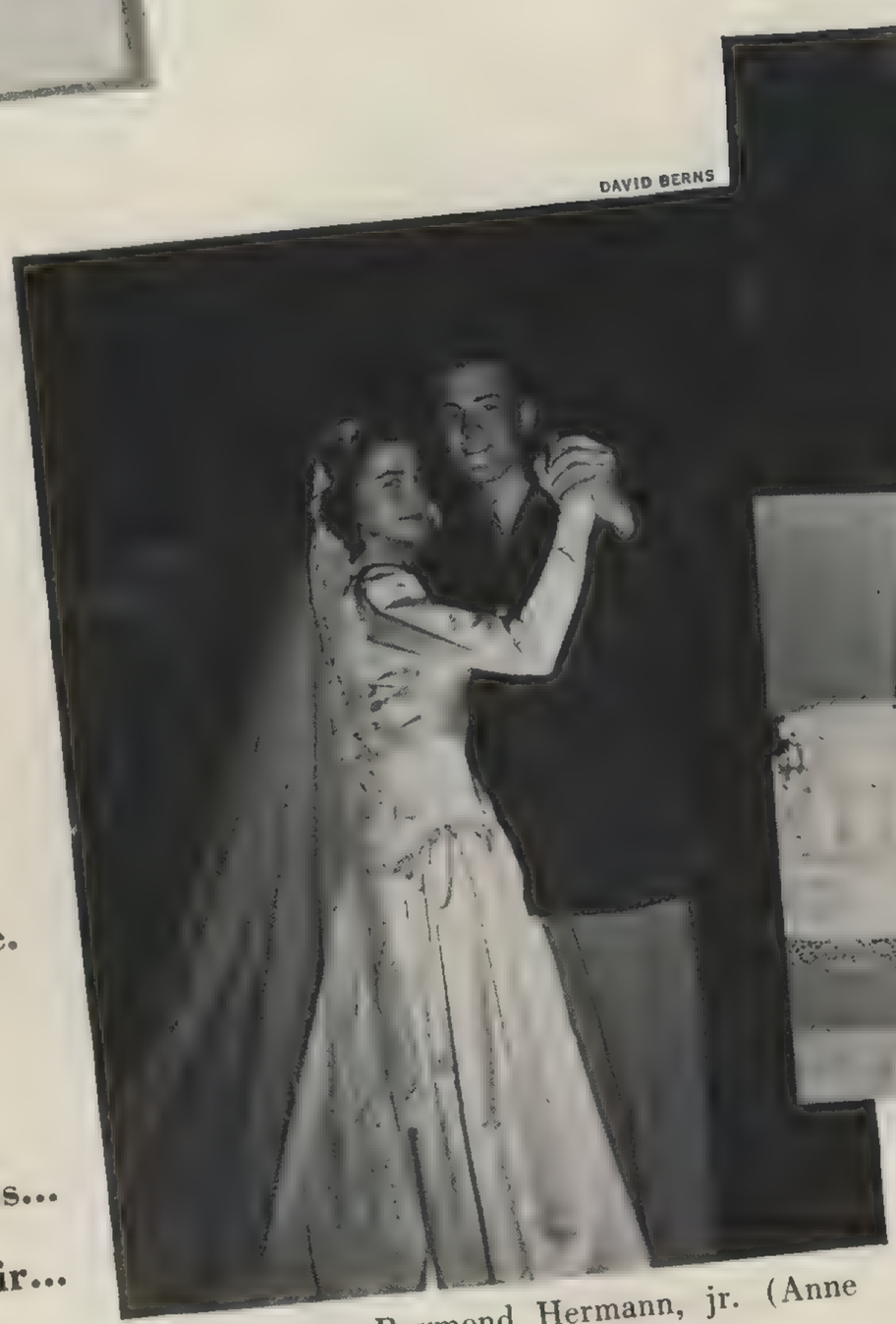
The bride, the former Fernanda Wanamaker, with her Lieutenant, back from North Africa's campaign. In corner: she takes a last look in her mirror

PHOTOGRAPHED BY DAVID BERNS

WEDDING PLANS
(continued)

10 out of 12 wore ivory satin;
12 out of 12, very fitted bodices.
Hair—young, soft, down 12 to 12.
4 little ermine capes...to church.
White orchids...White violets.
Trains...trains...none exaggerated.
Satin mitts...short gloves...or none.
All danced in spun-sugar circles of veil...
Sword-cut three-storied cakes.
Grooms—Army...Navy...Reserve Corps...
Only the Brave deserving the Fair...
The Fair being very, very Fair.

DAVID BERNS



Lt. and Mrs. Raymond Hermann, jr. (Anne Rogers Benjamin)...long, fitted bodice

Ensign and Mrs. S. Felton Posey, the former Mary Jameson...snug lace cap

SIX PHOTOGRAPHS BY JAY TE WINBURN

Mr. and Mrs. Walter Buhl Ford, second, the former Josephine Clay Ford...in a hooped Mainbocher

Lieutenant and Mrs. W. Barton Baldwin, junior, the former Helen Louise Michalis

Mr. and Mrs. Thomas Schweizer. She is the former Esther H. White, of Baltimore

DAVID BERNS

Mrs. Joseph Lynch Hoguet, the former Diana W. Dilworth...in voluminous bouffant tulle

Ensign and Mrs. Donald Ferrier Ross, the former Elizabeth Hadyn Boardman

Lieutenant and Mrs. William Henry Miller, the former Sheila McManus. Her veil all lace

DAVID BERNS

Ensign and Mrs. Charles Porter Stevenson, the former Mary Lord...long tulle sleeves

Mrs. John P. Colmore, the former Jean Stark, in an off-the-shoulder Victorian gown

The former Carlotta Taylor, bride of Mr. William Rayner Watson...in ivory satin

VOGUE'S WEDDING DICTIONARY

In the Edition of 1943

A *is for Announcements,* strict in form, mailed to arrive precisely the day after the ceremony. More used than ever for small, quick weddings. (See forms on the opposite page.)

B *is for Bridegroom,* who wears, usually, a uniform, cutaway and Ascot, or dark sack suit. Perhaps, in mid-summer, white flannel trousers and dark coat, particularly if the wedding is to be a small one, or out-of-doors.

C *is for the big Cake*—absolutely indispensable. Bride always cuts first slice. (Small boxes of wedding-cake are always nice, but are not at all necessary.)

D *is for bride's Dress.* It may be white with long train, or coloured with short skirt—but a long one is certainly prettier, is nice to remember.

E *is for Engagement,* never announced by engraved card, announced in newspapers or not at all, and it is always announced by bride's parents or relatives, never by the groom's.

F *is for Flowers*—bride's bouquet, given her by the groom, and bridesmaids' bouquets, paid for by bride's family (they also pay for the flowers decorating the church and the reception rooms).

G *is for Gifts*—which need no longer be sent by everyone who goes to reception. Be sure to find out whether bride wants something for herself or for her house. She may be heading for Pensacola or Fort Sill, and want nothing heavier than a compact, or she may want furniture for her post-war house.

H *is for Honeymoon* to be paid for by groom, who has already shouldered engagement and wedding rings, wedding present for the bride, bachelor dinner, marriage license, presents for ushers and best man, bride's bouquet, the best man's and the ushers' boutonnières, and the clergyman's fee.

I *is for Invitation,* which should always be sent by bride's family—her parents, her relatives, her friends, or even by herself and the groom, but never by the groom's family. (See the three different forms on the opposite page.)

J *is for Jewel*—traditional, but not obligatory, present of groom to bride. (Some grooms give an ice-box.)

K *is for Kissing the bride*—the groom must be first, but he usually does not kiss the bride at the altar, unless wedding is in a private house.

L *is for Linen*—one of the most important parts of a bride's trousseau, always paid for by bride's family and monogrammed with her maiden initials. (Bride can use her new initials for all the linen bought after the fact.)

M *is for Menu* of wedding breakfast or reception, until further rationing changes the picture. Often served now for receptions: chicken or seafood, hot or cold—chicken salad, chicken with cream sauce, shrimp salad, or lobster Newburg; sandwiches of tomato, cucumber, or cress. For a breakfast, perhaps a lobster mousse, and breast of chicken with salad. For either, water-ice.

N *is for Navy and Army*—both bears for etiquette; consult them for details of a military or naval wedding.

O *is for Orange-blossoms*—traditional, but not obligatory, flower for bride to wear, or carry in her bouquet.

P *is for Parents*—for the father, who always gives the bride away, and for the bride's mother, who sends out the invitations even if she happens to be divorced and re-married.

Q *is for Quick weddings*—such as one, rushed and festive, that was organized in 24 hours, with a ready-made wedding-dress, guests invited by telephone grapevine, reception in hotel.

R *is for Receiving-line*—only bride and groom, and bride's attendants. Although bride's mother always receives at door, the groom's mother with her only if she is a stranger. The fathers circulate with the ushers and best man, or stand with their wives, if they prefer.

S *is for Sterling Silver*—traditional gift of the bride's family, and one of her most important wedding presents. Twelve patterns of flat silver—still being made today—are shown on page 94.

T *is for Toasts*—at the wedding breakfast, first proposed by the best man, first answered by the groom.

U *is for Ushers* who handle the seating of guests at the ceremony; who dance with the bridesmaids; who should, ideally, all look exactly alike.

V *is for Visiting-cards,* which should be bought by the bride as soon as she is married—to use when she and her Army husband call on his superior officers, to send with flowers all her life long. Initials should never be used, and only correct abbreviations are Mr., Mrs., and Dr....Bride should have some cards made for herself (Mrs. John Jones Smith); some "Mr. and Mrs." cards; and some for her husband only.

W *is for Wines* and for the traditional wedding wine, champagne. (But champagne punch is often served.)

X *is for the spot* where the bride's father stands—back, and to the left, of the bride, in the first pew of the church.

Y *is for Young attendants*—page-boys,—perfectly correct for a formal wedding—even in wartime.

Z *is for Zero-hour*—usually, in the East, at noon or at four; often, in the South and West, at eight in the evening.

WEDDING PAPERS—1943

Above the dateless paraphernalia of a wedding guest (including Schiaparelli's "Shocking" perfume) are six wedding papers that reflect problems of the times.

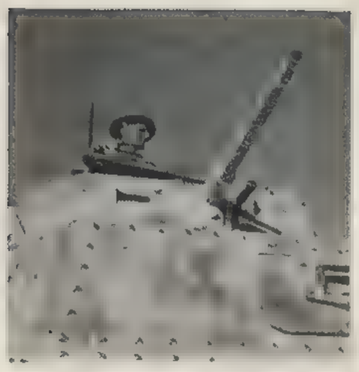
Starting clockwise, lower left:
Invitation sent by bride, groom.
Invitation sent by friends or relatives of a bride who has no parents.
Announcement of the wedding of an officer in the regular Army.
Announcement of the wedding of an officer who is a selectee.
Announcement sent by the bride's brother and sister-in-law.
Invitation to wedding of a Naval Reserve Officer at friends' house.

• All six papers by Crane, from Black, Starr and Gorham →

PHOTOGRAPHED BY ANDRÉ KERTÈSZ

General and Mrs. John Ward Lowe
have the honour of
announcing the marriage of their daughter
Marion Edith
to
Lieutenant Richard Spooner Desmond
Twenty-first Infantry, United States Army
on Thursday, the fourth of March
One thousand, nine hundred and forty-three
Philadelphia
Mr. and Mrs. Henry La Farge Oliver
have the honour to
announce the marriage of their daughter
Beatrice Warren
to
Percy Clark Allen
Lieutenant, Army of the United States
on Thursday, the fourth of February
One thousand, nine hundred and forty-three
St. Luke's Church
Chicago
Mr. and Mrs. Stephen Gaylord Hopkins
request the pleasure of your company
at the marriage of
Miss Helen Lowden Staples
to
Mr. Bernard Peter Whidden
on Friday, the nineteenth of February
at four o'clock
Thirty Beacon Street
Boston
Mrs. Charles Allen Butterworth
have the honour to
announce the marriage of their sister
Edith Elaine Butterworth
to
Mr. Arthur Pelham Barrett
on Thursday, the twenty-fifth of February
One thousand, nine hundred and forty-three
Salt Lake City, Utah
Wedding Papers — Dated 1943
The honour of your presence
is requested at the marriage of
Miss Audrey Hastings Wheeler
to
Mr. Hugh Shelton Amory
on Wednesday, the third of March
at twelve o'clock
Saint Thomas Church
New York
Mr. and Mrs. Forrester Martin
request the pleasure of your company
at the marriage of their daughter
Jeanne Stevens
to
George Albert Patterson
Lieutenant, junior grade, United States Naval Reserve
on Saturday, the thirteenth of February
at four o'clock
at the residence of
Mr. and Mrs. William Pease Brown
2520 Massachusetts Avenue
Washington, District of Columbia

AFRICAN SANDSTORM CATCHES THE BRITISH EIGHTH ARMY



The sand and the wind pock the desert, dark and swirling. For flinching men, the only protection are the tanks, big as boulders, the tents, camouflaged with fish-nets, blowing in the desert rage. Here in the photograph opposite, an officer of the British Eighth Army fights his way to such a tent. Over this desert the fast-moving Eighth Army rolled, sweeping across fourteen hundred miles from the Qattara Depression, arriving in Tripoli just five hours behind the schedule set three months before by General Sir Bernard L. Montgomery.

Living in tents like this one, fighting in tanks like the General Grant above, these desert fighters pushed Rommel's Afrika Korps into the range of the American Forces. These men and their British commanders, General Montgomery, Air Marshal Sir Arthur W. Tedder, and Vice-Air Marshal Sir Arthur Coningham are now working, planning, fighting, with the American Commanding General of the Allied Forces, General Dwight D. Eisenhower.

PHOTOGRAPHS BY CECIL BEATON

VICE-AIR MARSHAL CONINGHAM

8TH ARMY FIGHTERS

AIR MARSHAL TEDDER

SANDSTORM ON THE NORTH AFRICAN DESERT

ENOUGH ROOM

On this and the following three pages... distinguished New York apartments of one and two rooms... each with a space problem successfully solved

REMINISCENT of London and Paris flats, indicative of a new trend in living, are the three New York apartments on this and the following three pages. They have a push-button entrance, a self-service elevator. One or two rooms take the place of more impressive set-ups. Dining-rooms and living-rooms merge. These apartments in made-over residences retain the elegance of a private house—handsome staircases, lovely mantelpieces, high ceilings.

All these are part of the charm of Mrs. Potter's flat. She designed her living-room around a huge Louis XV. desk, a Persian rug, paintings by Vuillard, and a collection of old porcelains. She put her white Minnecy-Villeroy make-up jars and boxes on a small table; put a pair of Chinese Lowestoft plates on either side of a rare K'ang Hsi plate in the centre of the mantel, flanked by antique rock-crystal jars. She has two house rules; one is never to have more than seven guests for dinner. The other is not to use flowers on the table; she feels they detract from her old porcelains.

This anti-flower rule is always broken by Mr. Van Day Truex, who fills his flat with flowering plants. He holds to the theory that a small room gains stature if filled, while a big room is ruined by detail and too much furniture. Although his living-room measures a scant 13′ x 16′ (a little bigger than a standard box stall), Mr. Truex has given it a full-size distinction. The flat was planned around the living-room rug, with its red, magenta, and blue pattern; the unlined felt curtains pick up the blue, the tables are hung to the floor with wine-red covers, and black fringe shadows the mantel. Over the mantel, Mr. Truex hung Dali's "Décor for the Ballet 'Labyrinth'." On the mantelpiece, he set an enchanting black-amoor holding a clock, a treasure found in Rome. From a New York junk-shop came the lovely black-and-mother-of-pearl cabinet, two tables, and a pair of chairs covered in blue felt.

Mr. Howard Sturges is in complete accord with the Truex theory that big rooms should be sparsely furnished. He uses his fine things casually—and not too many of them. Against white walls, he's hung dull brown silk curtains, covered the floor with plain beige carpets. Five or six drawings by early masters are hung together in tight groups; equally offhand is his use of fine china—Wedgwood and Lowestoft—set in simple, white, open shelves. A chinoiserie screen of antique wall-paper, with a delicate bird-and-flower pattern, backs the blue velvet bed. The oversize room is handsome, hospitable, comfortable—three adjectives true to all these flats, all singularly personal.

NYHOLM

Mrs. Fairfax Potter, a designer at Hattie Carnegie, lives in two rooms, big, high-ceilinged, formal—like the furniture in them. She underlined the proportions of the living-room by painting it a cool, impersonal, blue-green, put grey taffeta curtains at the long French windows.

She hid her collapsible dining-table in the closet, loaded the tables with books, with rough straw baskets filled with magazines, knitting, and needlepoint. Mrs. Potter was photographed wearing a black dress of her own design, a mauve apron studded with fake jewels

NYHOLM

In the living-room, two rarities: a Louis XV. desk, an eighteenth-century rug—and everywhere books and bibelots

Mrs. Fairfax Potter *lives in two enormous, high-ceilinged rooms*

In the bedroom, paneled walls dramatized by gilt mirrors, a gold screen; the bed and dressing-table covered in antique ivory satin

In the corner of the pale blue-green living-room, a collapsible table set for five

More small apartments →

LUIS LEMUS

Mr. Howard Sturges *lives in one oversize, high-ceilinged room*

Mr. Howard Sturges, who worked with the American Friends Service in France, now lives in New York. His one-room flat is enormous and high-ceilinged. He broke the wall space with mouldings; the floor space with two beige rugs. Then by shrewdly grouping his furniture, his drawings by Watteau and Guardi, he gave the feeling of three separate rooms

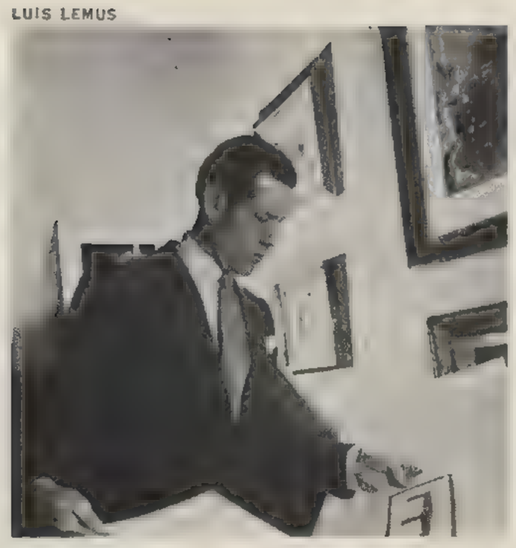
A great, blue-velvet-covered bed—which is placed without apology, and decoratively, in front of a blue chinoiserie screen

Fine china, Lowestoft and Wedgwood, in open, white-lined shelves; a console that opens into a table, a grog-tray all set up, give an entertaining air to this end of the room

NYHOLM

Over the mantelpiece, an eighteenth-century painting by Guardi; on the wall, drawings by Caneletto, Guardi, Watteau, and Gainsborough. Drawn up around the fire, on a white rug, two big chairs and a sofa covered in blue-grey satin, an outsize black glass coffee-table

LUIS LEMUS



Mr. Van Day Truex *lives in two undersize, high-ceilinged rooms*

Mr. Van Day Truex, the head of the Parsons School of Design in New York, painted his small rooms white. He hung space-cheating mirrors on either side of a black-fringed mantel. And in the Victorian manner, he stuffed the rooms with furniture —with whimsies and fine pieces —junk-shop gilt chairs, two Empire tables, a Dali painting

In the bedroom: the bed covered in sky-blue felt matches the curtains; a Mexican rug; a small table swathed in deep red

In the living-room: the unlined curtains, the sofa, the black and mother-of-pearl inlaid chairs are covered in blue felt. On the walls, drawing by Mr. Truex

NYHOLM

The living-room and bedroom were built around two motifs—a blue Dali framed in gold, a black rug flaming with deep red and magenta roses. Victorian flourishes of black fringe edge the mantel, the book-shelves; and everywhere bric-à-brac and flowering plants are set out in old china pots

TOWN SUITS... SUMMER PLAN
1
2
3

Seven summertime suits for town...all cool...all capable.

All with a splash of white. Hat for your summer suit?

Perhaps white piqué...like the one on girl viewing collection.

Sally Victor's turned-back cloche with flower petals. $25.

1. Good gingham suit of blue-and-white checks. Shirtwaist neck.

Bracelet-length sleeves are cool. $18. Best; I. Magnin.

2. White stripes on a navy-blue town suit of linen.

Charles Armour design. $25. Bergdorf Goodman.

3. Meticulously tailored brown-and-white checked linen suit.

High lapels. $35. Jeune Fille Salon, Hattie Carnegie.

Beige felt Dobbs hat. Under $13. Suit, hat; B. Forman.

4. Very simple; very right. Brown-and-white plaid suit.

Galey and Lord seersucker. Made to order; Helen Cookman.

Stitched red denim gob hat. $20. Sally Victor.

5. White suit—right suit for town and country.

Cotton waffle piqué. $23. Milgrim; Filene's.

6. Stripes and solids. White on medium shade of blue.

Striped chambray jacket over solid blue skirt. $18.

Best; Thalhimers. White piqué cloche. Sally Victor.

7. Bright white Eton jacket over a navy-blue skirt.

Of Everfast spun rayon and cotton. By Vera Maxwell. $45.

Lord and Taylor. A navy-blue Sally Victor cloche

LUIS LEMUS

COOKING RULES FOR BEGINNERS

A good cook needs, above all, imagination and a hearty interest in food

By Sheila Hibben

A COOK, even a very young cook, should have a *feeling for food.* She must believe passionately in the sacred power of honest cooking to warm and cheer the heart. If she does not, in some mysterious way her disbelief gets into the flavour of her sauce. A cook's indifference has a dreary taste that is unmistakable—something like bad butter crossed with cotton wool.

I would take a chance any day on scrambled eggs made by a man on the barest speaking terms with a frying-pan provided he feels profoundly about scrambled eggs. I would be suspicious, though, of the eggs tossed up by the grim dietary expert who thinks of eggs only as a necessary source of protein.

VITAMINS AND HIGHER COOKING?

To be concerned with vitamins is a fine, intelligent thing, provided it does not become fanaticism. For some reason, though, it is apparently very hard indeed to feel passionately about vitamins, and have any feeling left over for the taste of food. Once the dietary enthusiast gets to studying only those efficient-looking little squares that divide up all the right vitamins to get us through three meals a day for seven days a week, the outlook is poor for *la gourmandise.*

Vitamins C, A, and B^1 are more easily enclosed, it would seem, than a promise of fine flavour that makes the gastric juices flow with happy anticipation. As a matter of fact, most people who eat intelligently and with delight also eat wholesomely. If the bleakly prescribed breakfast of prunes and cereal and egg makes the stomach heave uneasily, we are not actually weakening the race by rejecting such grimly correct fare.

By all means, let us keep on with our morning *café au lait*—if we can—and may be a bit of protein-deficient kipper, and take our egg in some pleasant form or other for lunch, when we want it. For that meal, the dietitian's grim and rigid little squares may say hamburger, baked potato, string-beans, and apple sauce, but I shall be just as healthy, I think, and far happier with my omelet, or a big mixed salad, freshly mixed and full of raw vegetables, and some black bread, spread with fresh sweet butter—if and when I find that wonderful delicacy.

SOME RULES FOR PLANNING A MENU

Actually, there is only one basic rule involved in planning a successful menu: that the planner bring a reasonable amount of common sense to the task. The woman who thinks of her meal as a whole will never be tempted to show off all her clever tricks at the same meal just because they *are* clever tricks.

She will not allow anything but a classically simple roast or broil to follow a fish dish made with an elaborate, highly-seasoned sauce; and she will never, never serve a cream soup and an entrée with a cream sauce and some sort of creamy sweet at one meal. No mysterious secret here, but just the sort of common sense that is as helpful in one field of human endeavour as another.

Does rice bring out the very best in a dish of scalloped crabmeat? Are little new potatoes delicately sautéed in butter exactly what a Chicken en Cocotte needs? Do sweet potatoes really do anything for ham, or is the combination just one of those dull conventions of dull cooks? These are the seeming trivia that every right-minded woman ought to ponder deeply before scribbling down any menu—whether it has seven courses or only one.

HOW TO MAKE SIMPLE DISHES INTERESTING

The attitude of mind with which a cook approaches economical dishes has a lot to do with whether they turn out interesting or just plain-so-cheap. This may sound more like a high-flown bit of sermonizing than practical advice to cooks, but it makes sense. Think of beans as a last resort for eking out the budget... and they will make a dreary dish, all right. Think of them rapturously as an opportunity for proving that your cooking has imagination and style, and who knows but what you may toss up a *cassoulet* as fine as anything that ever brought pious pilgrims to Castelnaudary.

Actually, it is the inexpensive foods that present the real challenge to an ambitious cook. For some reason or other, though, little or no help in raising simple, homely dishes into the rarefied atmosphere of *la haute cuisine* need be expected from the cook-books. The authors of most culinary guides seem to feel that economy is something to be practised for the good of the soul, rather than of the body. From them, one gets the idea that Irish stew and salt codfish are disciplinary measures, to be invoked when the household accountant gets in a bad spot.

A sounder kitchen philosophy would make it plain that there is more glory for the cook in adapting the best features of a *brandade* or in stealing, and improving upon, the basic idea of a *gnocchi* than in turning out a handsome rib roast. Anybody with a reliable butcher and an adequate housekeeping allowance can, in normal times, do a roast, but it takes some subtlety even to wonder what a bit of garlic will do for salt codfish. It is when you begin to wonder about such things that the first step has been taken in making something exciting out of simple fare.

DISHES FOR THE BEGINNER COOK

These may be anything she has an appetite for, provided it does not involve too much technical (Continued on page 90)

Arleen Whelan (opposite)

Arleen Whelan who, as a tough little innocent, struggles through three acts in Washington, here relaxes in comfort. Her sheets and pillow-cases, Wamsutta Supercale, embroidered in blue dots; the cosmetics beside her, Charles of the Ritz Moss Rose. Her nightgown and boudoir coat of pale blue Celanese rayon satin, a Frances Hawkes design by Rollins, at Filene's; Mandel Brothers; O'Connor Moffat

JOFFÉ

Arleen Whelan . . . of the hit comedy, "The Doughgirls"

NANETTE FABRAY, OF "BY JUPITER"

LUIS LEMUS

Under Twenty—

MARJORIE RIORDAN, OF "STAGE DOOR CANTEEN"

BARBARA BEL GEDDES, OF THE RECENT "NINE GIRLS"

Jackets under $20 for you under 20 years

YOUNG successes—these girls. Young successes—their jackets. Relaxed, but sans zoot. Planned to sustain and season wardrobes.

NANETTE FABRAY wears a short, flaring jacket of yellow felt—nice with a black skirt or short evening dress. (Well under $20.)

MARJORIE RIORDAN in some clever off-stage business—white jacket of a Labtex rayon gabardine. (It's a steal from a windbreaker.)

BARBARA BEL GEDDES wears a navy-blue wool blazer, bound in white. Good with a skirt or grey slacks; good all summer with white.

CHERYL WALKER'S cardigan is of fuchsia wool. Black braid trimming fakes a collar.

• All jewels by Mermod-Jaccard-King. All four jackets, under $20; Peck and Peck

CHERYL WALKER, OF "STAGE DOOR CANTEEN"

NYHOLM

TOWLE'S "OLD MASTER" STERLING SILVER

SET IT RIGHT... FIVE BASIC STEPS

On this well-set lunch table—Vertès' "Harvest" plate, one of an important series designed by modern artists for Castleton China. With its rich blues and purples...a pale table, blue linen mats, a centrepiece of violets and Libbey's "Waterford" glass. All from Altman

SETTING a table needs zest. You can learn the rules, you can copy even a really good idea, but if you aren't interested your table will look it. The life goes out of it, in some almost psychic way, as it does out of a menu too often repeated. It becomes just another party—"combination number three." But even interest needs a skeleton of theory to support it. These are some of the basic rules.

Consider your possessions. Study your china, silver, and glass. Learn to differentiate between china and earthenware, between sterling and plate, and use your good things together for a preconceived effect.

Don't put heavily gilded china, such as Worcester or Crown Derby, with coarse mats or peasant linen table-cloths. Don't put pewter on lace. If you are just married and buying for a new household, decide how formal your life will be and buy to fit that degree of formality. If you have a beautiful piece of china or silver, plan your tables around that. Study your belongings, and ideas will come to you; to use your little Dresden figures, a silver tankard, a pair of china horses, or a wooden bowl as a centrepiece; to use unexpected combinations of flowers and fruits and vegetables. Don't miss the effect of your belongings by taking them for granted.

Consider the menu, the type of food you plan to serve. Don't forget that if spaghetti goes well with simple red wine, it also goes well with a bare table, simple earthenware dishes, bread in wicker baskets, and simple (Continued on page 93)

Rightly named . . . you'll discover why within an hour . . . and its smouldering charm is lasting, Oh! so lasting . . . TABU is known the world over as the perfume that seems to NEVER quite leave whatever it touches!

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Double Control
ADJUSTABLE INNER-BELT
by La Camille

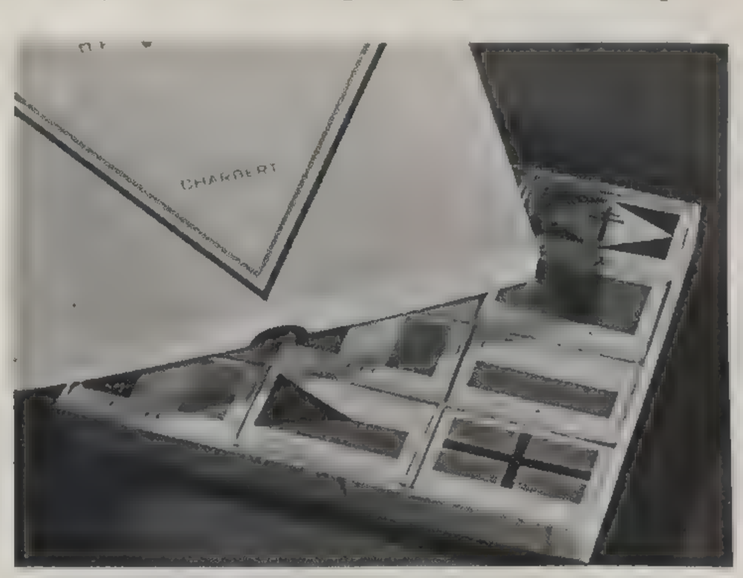
This new Inner-Belt garment gives you ultimate figure control. Slims the hips, supports and holds the abdomen. When closed it gives a definitely neat appearance. You wouldn't know the inner-belt was there except for the comfortable, snug feeling. War workers appreciate this sustaining garment that keeps them looking always well dressed as well as feeling comfortable.

International Corset Co.
Factory and General Offices Aurora, Illinois
Los Angeles Office 819 Santee St.
Chicago Office 909 Merchandise Mart

DISCOVERIES IN BEAUTY

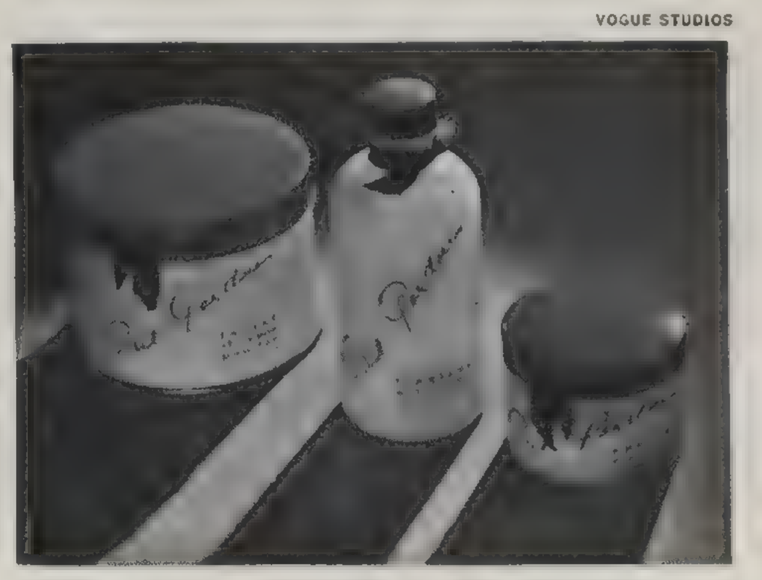
Laughter is what everybody could have a little more of. Germaine Monteil thought that of her "Laughter" perfume, too. So, to spin out the happy fragrance, there's an essence-rich Eau de Toilette, and a satin-boxed bath powder. Bonwit Teller

Backed by a choir of pink soap-angels—is Helena Rubinstein's newest "Heaven-Sent" idea. It's a cologne compact, containing the "Heaven-Sent" fragrance, in a silky, solid, concentrated form. So easy to use, so long-lasting, and *so* simple to carry



Now that spring has officially opened the week-ending season—you'll be making notes of thank-you gifts. Here's Charbert's "Of V We Sing" package—containing twelve excellent guest-soaps, each wrapped in a United Nations flag-label. Saks-Fifth

VOGUE STUDIOS



Gail Gordon believes in a three-step routine for skin-care. She makes a unique facial shampoo-powder, for cleansing the face; also Special Cream Formula M, which can be used as either a night or as a foundation cream with her Tingling Skin Lotion

New

"SALON SHADES"

Conceived by Coty, appraised and approved in the Coty Fifth Avenue Salon, these rich new shades are meant for each other... meant for you. "Cassis" is dangerously smooth, like its liqueur namesake. "Café Crème" is warm and mellow... sheer unrationed flattery.

COTY

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THESE MODERN LEGS . . .
WELL CLAD IN
Velva Leg Film

In this modern "hose" your legs appear slimmer, trimmer . . . more chiseled. Elizabeth Arden Velva Leg Film goes on easily, speedily over SLEEK* bare legs. It has a flattering, dull finish; opaque enough to help conceal small blemishes. Stays on until you deliberately wash it away.

Sun Beige (*light*)—Sun Bronze (*medium*)—Sun Copper (*dark*)

Velva Leg Film, 1.00 and 2.00

All prices plus taxes

*It is easier to use Velva Leg Film (and the effect is far more flattering) after removing hair with fragrant, pleasant-to-use Sleek, .65 and 1.00

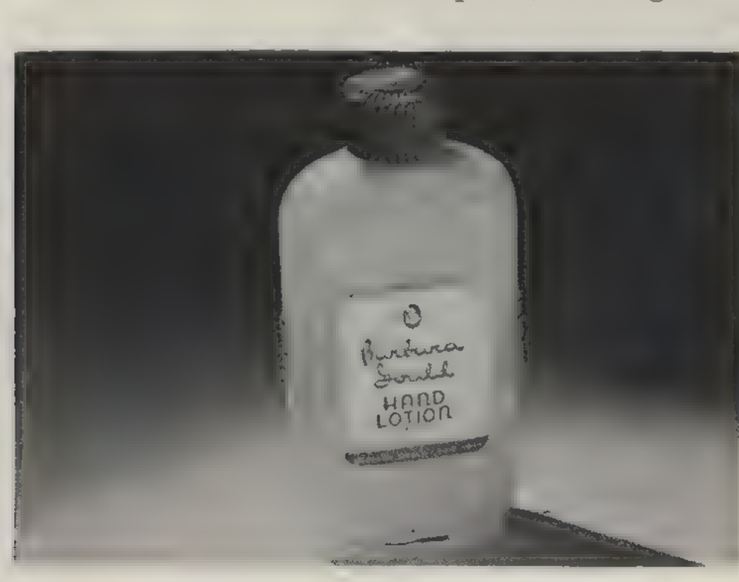
When you purchase Elizabeth Arden Velva Leg Film ask for "Patriot's Walk," a booklet of foot and leg exercises.

Elizabeth Arden

691 FIFTH AVE. • NEW YORK

DISCOVERIES IN BEAUTY

If over-permanenting, or over-bleaching, or over-exposure has made hay of your hair—here's Creme-Set, a hair make-up, to help the situation. This you use after a shampoo as a conditioner. The brainchild of those experts, the Ogilvie Sisters



War work, charity work, and (where are the maids of yesteryear?) housework are all taking their toll of your hands' complexion. Barbara Gould has a good hand lotion, to help out: it's pink, fragrant, quick-drying, and not a bit sticky. Altman

Madame Eugenie Marchado has an unusual group of beauty products, which she made, originally, in South America. Her face pomades, shampoo, and soap have a base of peanut oil; her skin-freshening lotion of milk of almonds. 501 Madison Ave.

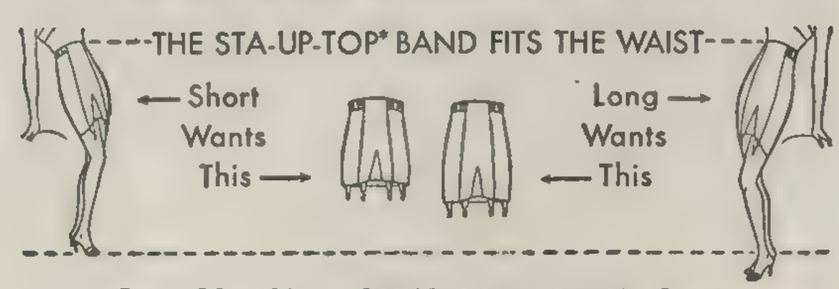
VOGUE STUDIOS

Marguerite Benson, who makes a specialty of foot care, believes in oxygen foot baths and massage for the feet and legs. In one kit, she puts a skin oil, two foot massage creams, and her soothing oxygen foot-bath powder. Lord and Taylor

WARNER'S

LE GANT* STA-UP-TOP*

Are You Short or Tall?



Sta-Up-Top Will Not Roll Over

Girdles and Pantie-Girdles $8.50 to $35

The Warner Brothers Co., 200 Madison Ave., New York, N.Y.
In Canada: Parision Corset Mfg. Co., Ltd., Quebec

*Reg. U.S. Pat. Off. Pat. No. 2,136,742

1-Minute Mask!

Face flattery on the double-quick

Glamour A.W.O.L.

Could be—if your complexion has that beclouded, drab look that comes when tiny dry, dead skin cells coarsen its texture—when tight-sticking dirt particles dull its freshness.

The 1-Minute Mask

Help recoup that missing glamour with the 1-Minute Mask, *new* way to use Pond's Vanishing Cream. Mask your face with pearly-white cream—throat, cheeks, forehead—all but eyes. Tissue off after one minute—and *see* what's happened!

Glamour "come back"

Under the 1-Minute Mask your complexion is given a glamour "re-styling"! The "keratolytic" action of Pond's Vanishing Cream gently loosens those dry skin cells, dissolves specks of grime. Your skin looks and *feels* softer, silkier, brighter. Takes make-up with beguiling smoothness—holds it fast!

Mrs. Geraldine Spreckels—

"I'm really excited about this new way of using Pond's Vanishing Cream as a Minute Mask. It leaves my skin so fresh and feeling so soft."

It Doubles in Beauty

IT'S A 1-MINUTE MASK!

Use Pond's Vanishing Cream 3 or 4 times a week this dramatic new 1-Minute Mask way to give your face a *quick* glamour pick-up!

IT'S A POWDER BASE!

Smooth on a thin protective film of Pond's Vanishing Cream before *every* make-up! Not "oozy," not drying. Holds powder hours!

TAKE HER RADIO WORD FOR IT

By Lilian Mowrer

Women like to talk. Microphones make receptive ears. Logically, they are getting together—women and microphones. Across the thin wave-lengths of local stations, across the great, stretching national and world-wide hook-ups, go the voices of women, talking about war and politics and about small people hurled into big events. In the way of women, they reduce history to a common denominator of feelings and people. Lisa Sergio is one who speaks her mind.

Italy, not outspoken America, was the first country to use a full-time commentator, Lisa Sergio. This smart, wiry woman was the first observer to give us the word that jumps through all our talk today—the word, *Axis*. On November 1, 1936, Mussolini slipped it into one of his rambunctious speeches. With shrewd news-sense, she snatched up the word—and the world has been repeating it after her.

Nine years ago, she was a Fascist mouthpiece, broadcasting English and French translations of official bulletins from the Government station, her verbal memory so accurate that she followed Mussolini immediately on the air. Now she has taken out American citizenship papers, has acquired convictions, and talks for the democracies seven times a week over WQXR.

Lisa Sergio was trained to be an archaeologist—at one time she worked for the Association of Mediterranean Studies. She had lived before in Florence, with her American mother and Italian father. Smothering under the conventions that kept girls at home, useless, she got her first job editing *The Italian Mail*, an ambitious little weekly for foreigners.

Mussolini liked the warm persuasion of her contralto voice, and her perfect command of English and French, so she was given the work of editing and amplifying official bulletins for sending out to other countries. The satin-tongued Italians soon named her "the golden voice of Rome." She became a fabulous figure—for her chic, her habit of wearing only black, red, and white, her incessant smoking (she can smoke a cigarette in a shower), and for her influence in high places.

She helped the climb of bland, rotogravure-handsome Count Ciano. When Ciano became Press Chief, Miss Sergio told him how to handle the English and American newspaper men. She knew them, and she knew their troubles. "They have to depend upon both the Foreign Office and the Home Office; and the one passes the buck to the other. *You* should create a Ministry of Information and make it supreme," she urged Ciano. When he rose to Cabinet rank and presided over a gilded Ministry of Information, Ciano was properly grateful. Her importance increased. So, uncomfortably, did her political insight.

She became more critical of the material she was told to broadcast. "But this isn't true!" she would exclaim, when given her "handout." The reply was always upholstered in polite Italian, but the point of it was, "Mind your own business." Defiant, she devoted less time to politics and began teaching Italian to her foreign listeners.

She learned a lot from American newspaper men, about news sense and common sense. Though her stories were too rigidly official to be much worth to them, her reaching web of political connections was valuable, and she was generous with her introductions. Gradually she saw, as they did, the creeping malignancies of the régime. She expostulated, telephoned all her friends, sat in cafés talking with marked anti-Fascists. The Government began to watch her closely, opened her mail, tapped her telephone. She was warned she could no longer broadcast if she continued to rebel. She continued to speak out straight, and when she signed a letter of resignation, she knew she would have to leave Italy.

The night before she went away, the American correspondents gave her a dinner-party at the Quirinetta, Rome's favourite night-club—it was very gay, with champagne and speeches. Within a few hours after she landed in New York, she had a year's contract with N.B.C. Now she talks Monday through Friday on WQXR, in the morning and in the evening. She makes many speeches away from radio. Always her comments are serious and sophisticated, bedded in a solid ground of experience. Americans like her.

DESIGNS FOR DRESSMAKING

9670

Here are the back views of the Pattern for Pink shown in greater detail on page 46. The collarless jacket is slightly fitted. The short-sleeved dress buttons down to the waist, has softly-manipulated front fulness. It's Vogue Pattern No. 9670, and it's designed for sizes 12 to 20 (30 to 38)

VOGUE PATTERNS MAY BE PURCHASED IN THE IMPORTANT SHOPS IN EVERY CITY, OR BY MAIL, POSTAGE PREPAID, FROM VOGUE PATTERN SERVICE, GREENWICH, CONNECTICUT; AND IN CANADA, AT 21 DUNDAS SQUARE, TORONTO, ONTARIO. PRICES OF PATTERNS WILL BE FOUND ON PAGE 21.

THERE'S no rule about the length of a war, and no telling how great the sacrifices needed to win it. All we know is that it *must be won.*

We hope and pray that the *next* generation will be spared—that our lads of fourteen and fifteen are destined for something else but the horrors of war and the fields of battle.

We hope that we, of this generation, may transmit to the next generation a world in which ruthless savagery and killing have ceased . . . a world in which they may live and work in peace.

America must not lose this war—*dare* not lose it! We must win as *quickly* and completely as possible. If we win in time, hundreds of thousands of lives will be saved, and the youths of today will build the greater America of tomorrow.

It takes *money* to provide our fighting men with planes, tanks, guns and ships—tens of billions of dollars. It takes *War Bond* money—from you, and you, and you—regularly—every payday—10% of your income, at least—more, if you can.

Your Government will give you back $4 in 10 years for every $3 you invest now—$25 for each $18.75 Bond you buy. And your investment is backed and guaranteed by all the strength of the world's most powerful nation. The better we arm our *men*, the more lives of our *boys* will be spared, and the sooner will their future be assured.

Knowing this to be true—knowing that War Bonds will help save our country—the lives of our fighting men—yes, even the lives of those who are mere boys now . . .

Can you possibly *not* put every dollar you can scrape together into War Bonds?

FACTS
ABOUT WAR BONDS

1. War Bonds cost $18.75 for which you receive $25 in 10 years—or $4 for every $3.
2. War Bonds are the world's *safest* investment—guaranteed by the United States Government.
3. War Bonds can be made out in 1 name or 2, as co-owners.
4. War Bonds *cannot* go down in value. If they are lost, the Government will issue new ones.
5. War Bonds can be cashed in, in case of necessity, after 60 days.
6. War Bonds begin to accrue interest after one year.

Keep on Buying War Bonds

PUBLISHED IN COOPERATION WITH THE DRUG, COSMETIC AND ALLIED INDUSTRIES BY

helena rubinstein

Stocking care requires three pair

Your lovely
Berkshire Stockings*
last even longer
when cared for
in sets of three

One pair to wear
a pair to wash
and one to dry
adds to their life...
keeps you looking
trim
neat
and fashion-correct
in long-wearing
full-fashioned
Berkshire Stockings*

Berkshire STOCKINGS

*in rayon or cotton lisle

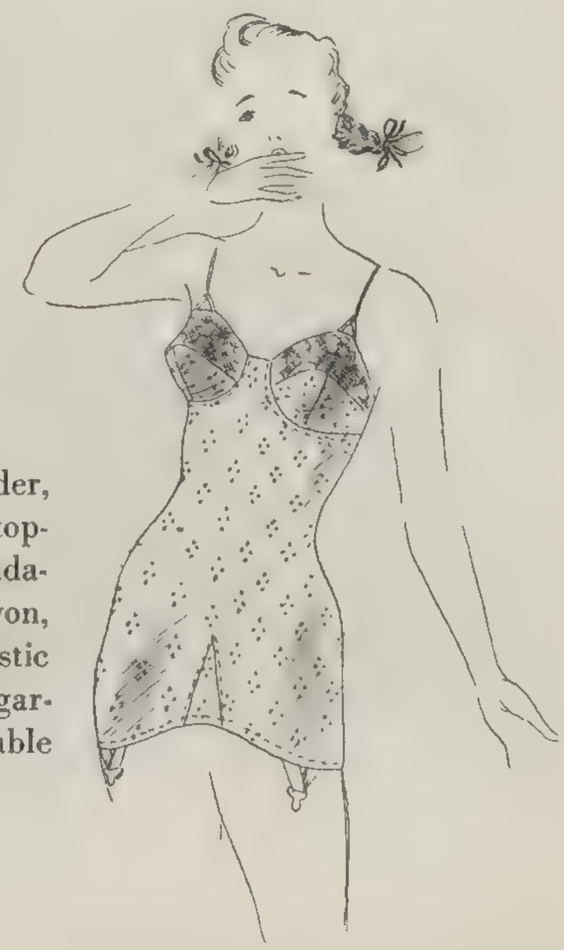
Ask your salesgirl about stocking care

SOMETHING PRETTY SPECIAL

If you're slim, young, heir-conscious — Modart maternity sash, flexible, light. Jordan Marsh. For a new mother, cotton brassière. Maiden Form design. Bloomingdale

If you want a pantie-girdle for slacks and shorts—Munsingwear's, of "Featherflex" rayon fabric (plenty of stretch). Bali Bow-Bra of cotton. Lord & Taylor

If you like a summer corset that laces, that's light—you'll like this La Camille, made without elastic. Darts at both sides of the opening. Two lengths—short and tall



If your hips are slender, but you're slightly top-heavy—Flexees foundation of figured rayon, cotton batiste. Elastic panels; Inviz-a-Grip garters. Arnold Constable

To the Heroines of America

Martha Washington by her charming manner, devotion and understanding did much to inspire her husband to greatness.

Now, when men are again fighting for the survival of their nation, women are by their sides inspiring them to the greatness that is demanded by Total Victory. One of the modern American woman's contributions is her calm outward beauty which so eloquently expresses the courage and faith in her heart.

Your Avon Representative will acquaint you with cosmetics fashioned for your own requirements. Invite this well-informed woman into your home when she calls on you. Open your door . . . and your life . . . to the inspiring new beauty she brings.

BE HOSTESS TO LOVELINESS

Avon

COSMETICS

at Radio City, New York

Your foot
Your fancy
Your functions

FRIENDLY FITS ALL THREE

Your feet will give everlasting gratitude for the comfort you bestow on them . . . your vanity will glow from new-found trimness in the foot and ankle sector . . . and your sense of thrifty discovery will reach new heights when you choose Friendly Shoes for your wardrobe . . . the shoes which so deftly blend ease and style and enduring usefulness.

EDGEWOOD SHOE FACTORIES
Division General Shoe Corporation • Atlanta, Georgia

Friendly
SHOES FOR WOMEN
STYLED WITH A TOUCH OF TOMORROW

SOLD BY GOOD STORES EVERYWHERE

COOKING RULES FOR BEGINNERS

(Continued from page 76)

expertness. It is a terrible mistake that the first steps in culinary instruction should lead to nothing more exciting than a batch of cookies. Following the grim instructions for a cornstarch pudding must have discouraged as many young cooks as *Paul et Virginie* ever put young linguists off learning French.

To the bride whom *I* wish well in the kitchen, I would explain a few basic principles of cookery—the making of a roux, the use of strong broth, and the slow cooking over a low fire in pots of earthenware—and I would bid her turn out a stew or a fine mess of rice and shrimps or a spaghetti sauce, or anything in which she could use her wits and her palate. Or I would give her no word of advice beyond the injunction that her meal consist of only one cooked dish.

It is the tiresome old convention of a main dish flanked by a green vegetable and a starch vegetable (each with a different cooking time), a soup and a sweet, that drives a beginner cook crazy. The bride who means to do her own cooking had better not take on her mother's rigid ideas about a correct meal unless she also takes on her mother's cook.

Here are a few recipes, just to start you off.

Oyster Soup

Pick over a pint of the best oysters that you can find. Wash and boil one mullet roe (haddock roe, if you live away from the Gulf of Mexico) with a sliced onion and a little salt for ten minutes. Drain and mash the roe.

Bring four cupfuls of very rich milk to a boil with one stalk of celery. Remove from the fire and let cool. Add the mashed fish roe and a small piece of the pod of red pepper and the oysters to the milk, and turn into a wide-mouthed casserole, crumbling coarsely eight soda crackers into the mixture. Dot with butter, and put into a very hot oven (500° Fahrenheit).

As soon as a fine brown crust forms on top of the soup, stir it under. Repeat this two or three times, or until the oysters have curled at the edges. Remove the celery and pepper pod, season with salt, and add a lump of sweet butter. Pour into a heated tureen, or serve right from the casserole.

Anybody's Brandade

Soak a package of shredded codfish in cold water, according to the directions on the box, and drain well. Bring one-half cupful of cream and one-fourth cupful of milk, with two sliced cloves of garlic, slowly to the boiling-point.

Peel and slice two potatoes, and boil until done. Drain and beat with an electric mixer until as light and fluffy as a soufflé, adding the scalded cream and milk, from which the garlic has been strained, little at a time. Fold in the shredded codfish, add a grinding of black pepper, and salt if it is needed, and beat well.

Turn the mixture into a shallow, buttered baking-dish, sprinkle over with coarsely-rolled bread-crumbs, and moisten with clarified butter. Put in a hot oven to brown. This is about the right quantity for two people who like it very much and are making a meal of the codfish, with maybe a dish of cucumbers.

Cassoulet—Free Translation

Wash and pick over half a pound of navy beans, and leave them to soak overnight in cold water. Have the butcher cut two pork-chops and three shoulder-of-lamb chops in two, across the bone. Rub the meat with salt and pepper; and if you have the heel of a bottle of dry white wine on hand, let them soak in that for three or four hours. If there is no wine, it doesn't matter.

Drain the beans and set to cook in two quarts of cold water and one-fourth pound of bacon, one small onion, a clove of finely chopped garlic, a pinch of thyme, two sprigs of parsley, a carrot, a teaspoonful of salt, and a few peppercorns. Cook over a low fire for one hour.

Brown four small white onions and the meat in bacon fat. Strain the beans and put a layer of them in a roomy casserole; add half the meat and two of the onions, and then the remaining beans and meat, with the piece of bacon on top. Strain over enough of the liquor in which the beans have cooked to cover all the ingredients. Put a top on the casserole and cook in a slow oven for two hours, adding more of the bean liquor if the dish becomes dry.

This is not, of course, a real *cassoulet* any more than the preceding is an authentic *brandade*. Outraged Francophiles will please restrain their impulse to point this out to the editors.

Gnocchi with Meat

Bring three cupfuls of water to boil, add three-fourths teaspoonful of salt, and dribble in one-half cupful of Cream of Wheat. Cook in a double-boiler for three-quarters of an hour. Pour into a shallow dish and, when cold, cut into squares like fudge.... Or, just to use the Cream of Wheat or Farina left from baby's breakfast, butter a not-too-deep baking-dish, and put in a layer of the cereal squares, leaving an empty space in the middle of dish.

Sprinkle with grated Parmesan cheese (the sort that comes to us from the Argentine) and add another layer of the squares. Pour over a cupful of very thin white sauce, cover with more cheese, and moisten with a little clarified butter. Bake in a moderate oven for thirty minutes, or until brown and crusty with all the sauce absorbed. Take from the oven and fill the centre with any well-seasoned stew in which the meat is cut rather fine.

Pasta with Scallions

This has the double advantage of being good and always on hand when there is nothing else in the house. For four people, take four ounces of that Italian *pasta* known as *cappellini*, which is finer than spaghetti and not so fine as vermicelli. Throw into boiling, salted water and cook for about twelve minutes; or until tender, but not mushy.

Heat three-fourths of a cupful of fresh butter in an earthenware pot and add a cupful of sliced scallions (green tops and all). Let the scallions wilt, rather than cook, over a very low fire, taking care that the butter never really sizzles. (Continued on page 93)

AND THE BRIDE WORE DELTAH ORIENTAL PEARL REPLICAS...

Score a signal triumph for the man-magic that creates Deltah Oriental Pearl Replicas — nearest thing in reproductions to the real thing in Orientals. In the drama of you, they play a featured, flattering role, enchanting even the most critical audience with their matchless, multi-colored iridescence. At better jewelers. L. Heller and Son, Inc., Fifth Avenue, New York.

Deltah Pearls*

WORLD'S FINEST REPRODUCTIONS*

—Note the women who wear them!

Marlboro America's Luxury Cigarette

RIGHT AS RAIN

Right to plant a victory garden!
Right to wear gay stripes and trim, huge-pocket overalls!
Right to relax with a MARLBORO . . . each puff a *conscious* pleasure.
Blended of rich, soul-satisfying tobaccos (*which cheaper cigarettes cannot* possibly *afford*).
Infinitely smarter—yet *mere pennies* more!

IVORY TIPS—PLAIN ENDS—BEAUTY TIPS (red).

SET IT RIGHT

(Continued from page 80)

garden flowers. Remember that stews, which can well be served in the casseroles they were cooked in, need a simple table, too, with perhaps more of the cottage, and less of the peasant, touch. Keep your silver bread-basket, your thinnest, finest crystal, your damask cloth for more formal food.

Some Do's and Don'ts

Consider your guests—who they are, and how many they will be. Don't decide on pale pink organdie mats, white carnations, and pretty, flowered Spode for a man's lunch—give them solid, good-sized napkins and flowers a little less bridal. Don't forget that serving yourself, from a tureen or a casserole on the table, is fun for four people, impossible and unattractive for twelve. And that a long table set for many guests can carry gracefully great epergnes of fruit, which would look overpowering on a table for six.

Consider your surroundings—whether indoors or out. Don't plan a cold, modern table for a traditional room. Don't put lace and fine linen and porcelain on the terrace, if you are dining in play-suits—marigolds in pewter jugs will look better here than the finest Crown Derby.

Time Is Important

Consider the time—the time of day, the time of year. Don't forget that the basic rule for a lunch table is simplicity, and that you can well use strong colours, coarse flowers, heavy linen or straw mats, and earthenware. Remember that the basic rule for a dinner-table is beauty—with white or pale colours predominating, with crystal, good silver, decorative porcelain, and fine linen. Don't load your table in the summertime. Do decorate it with warm colours and interesting arrangements in winter. All these are rules to be broken, but, as Rachmaninoff says, unless you know the rules, you can't play.

COOKING RULES FOR BEGINNERS

(Continued from page 90)

Drain the paste and run cold water through it. When all the moisture has been shaken out, turn into the pot with butter and scallions. Toss a generous quantity of grated Parmesan-type cheese through the paste, along with more coarsely-ground black pepper than you think right.

Season with salt, arrange on a hot platter or in the casserole in which the butter has melted, and sprinkle over with coarse bread-crumbs fried in butter.

Guinea-hen with Sauerkraut and Dumplings

Soak one pound of sauerkraut (not the canned variety) in cold water for twenty minutes, changing the water a couple of times. Drain. Set to cook in a covered earthenware pot with one small onion, six peppercorns, one teaspoonful of salt, and three pints of cold water. Bring to a boil and continue to cook over a low fire for three hours. At the end of the second hour, add one cupful of dry white wine.

Drain and remove the onion. Put the sauerkraut back in the pot with three-fourths of a cupful of sour cream and cook until all the cream is absorbed. Season with salt and some coarsely-ground black pepper. Just before serving, add a tablespoonful of butter.

In the meantime, roast a guinea-hen as well as you know how (any good cook-book will tell you), basting it with butter and a little broth made of the giblets, tips of wings, et cetera. Put the sauerkraut onto a hot platter, set the guinea-hen in the middle, and surround with little farina dumplings. Serve the gravy in a separate sauceboat....

To Make the Dumplings: Cream one-fourth of a cupful of butter and add seven tablespoonfuls of farina, one tablespoonful of flour, one slightly beaten egg, and one teaspoonful of baking-powder. Mould into small balls the size of marbles, drop without crowding into a large pot full of boiling salted water, cover, and cook for ten minutes.

Better try out one dumpling first. If it does not keep its form, add another spoonful of flour. The dumplings should sink first, then rise rapidly to the top of the water, tripling their size. They must not be uncovered during the cooking time.

WOMEN IN CHARGE

May 1 Vogue photographs four women holding down unique positions in a man's world...two of them have invaded the all-masculine comic-strip field...one is the only woman vice-president in the film industry... another is that rara avis, a woman director of one of the country's top-ranking Art Museums.

MAY 1 VOGUE on sale at the newsstands April 30

Frankly Alluring and Hosiery-Saving too

TODAY'S "glamour girl" is both calculating and practical. Out to "get her man" yet save precious nylons and silks, she wears Armand's new improved Leg Make-up. It goes on evenly and quickly, doesn't rub off, and is unbelievably flattering. And avoids that thickening, sagging effect of hosiery that doesn't fit.

Two smart hosiery shades:

Rosy Dawn (light) Summer Dusk (tan)

ARMAND

America's Fine . . .
LEG MAKE-UP

Armand Homogenized *Liquid* Leg Makeup. Easily, quickly applied; leaves a satin-smooth, flawless finish.

Armand new *Cream* Leg Make-up. More compact in form, but equally time-saving and glamorizing.

★ *Buy War Bonds and Stamps with the money you can now save on hosiery*

the bloom that never fades...Everfast

that's the endless delight of this flower color —the flower never fades. Peck & Peck loves this old fashioned longcloth by Everfast . . . its yellow stays new as a daffodil, its peach full of bloom, its aqua and blue anemones. That's guaranteed, by Everfast. Wild rose embroidery rims a lovely low goosegirl neckline and make-believe apron. Sizes 10 to 18, 17.95

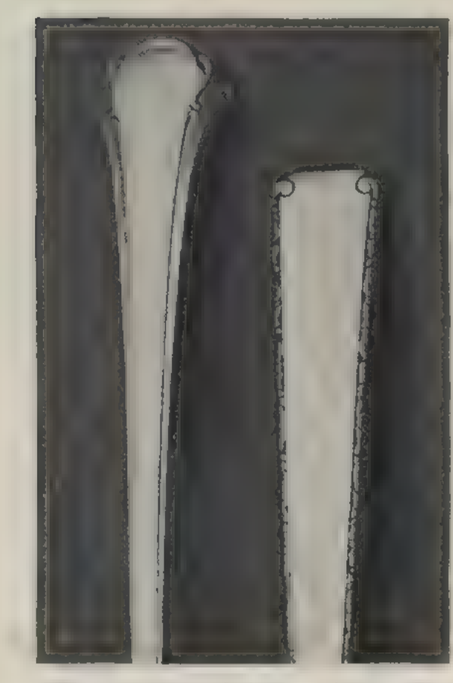
PECK & PECK

NEW YORK • BOSTON • CHICAGO • CLEVELAND • DETROIT • HARTFORD
MILWAUKEE • MINNEAPOLIS • PROVIDENCE • PHILADELPHIA • ST. LOUIS

TO THE BRIDE—WITH LOVE

FROM the bride's parents, to the bride, comes one of her most important and valuable presents—her sterling silver. Brides may receive less of it this year—no new silver pitchers or bowls, less flat silver. But flat silver, such as the twelve patterns below, is still being made in limited types, and an incomplete set, bought now from a really reliable manufacturer, who intends to be in business for years to come, can always be filled out after the war.

Brides should buy silver carefully, considering the kind of china, glass, and linen they like, even the kind of house they hope for after the war. And if the first house has to be a trailer, the bride can still have her flat silver—symbol of housekeeping and the married state.



Two of Towle's sterling silver patterns: left, "Chippendale"; right, "Old Lace."

"Stradivari" and "Grand Colonial," two sterling silver patterns by Wallace.

The traditional "English Gadroon" and the modern "Lyric," both by Gorham.

Two period pieces: "American Victorian" and "Modern Victorian," by Lunt.

EMELIE DANIELSON

"Chapel Bells" and "Romantique," two long-lived sterling patterns by Alvin.

"Georgian Rose" and the classic "Pointed Antique," by Reed and Barton.

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BALTIMOREANS CALL IT COCKTAILS

By Arthur Deute

In Baltimore, people entertain at home, and long ago a special formula was developed. It is the Baltimorean conception of a cocktail party. At New York cocktail parties, guests drop in casually around five—many of them coming straight from their offices, husbands meeting their wives on the spot. They stand about—chat in small groups—nibble at tiny sandwiches and drink actual cocktails. By six, they are drifting away; by seven, the party is over, unless someone got entangled in one way or another. But not so in Baltimore. Baltimoreans know that the cocktail party is going to start around five and will go on until nine or nine-thirty. And while there will be many smallish sandwiches, there will also be an abundance of more substantial food.

In the Baltimore Manner

So it won't be a cocktail party at all, but really a buffet supper in the Baltimore manner. I have gone to scores of these delightful parties without ever seeing, smelling, or drinking a cocktail. Once, and this was just recently, a guest at one of our cocktail parties asked for a Martini. Well, he got it, but everyone was rather flabbergasted, and the butler-chauffeur-grand-factotum built himself a personal halo because he produced it in a jiffy without batting an eye. The guest was a man from Chicago. To this day, he doesn't know of the furore he created.

At a typical party, most of the guests start dropping in, as I said, around five. There are bottles of Rye and Bourbon and Scotch, and soda and "branch" water. And then there are bottles of cold beer and a tub or something full of broken ice. But the beer doesn't really get into action until the food starts to come. Beer with food, though, is an old Baltimore standby, and it stays right on the job if there is a piano or guitar or accordion later.

At about six-thirty, the buffet is arranged and ready. Then everyone walks around among the tables and sideboard to see what the kitchen sent forth. Delightfully enough, most of the guests know the cook and the butler-chauffeur-grand-factotum. And generally there are two or three friends of the kitchen who come to "help out." Each one is responsible for some particular dish, and each is to be praised and complimented.

There are certain "musts" at every Baltimore cocktail party—there must be a huge roasted turkey. And there must be, if at all possible, a Smithfield or a Maryland country ham. And, of course, pickles and olives and celery and some cheeses. There will be a big cake or a collection of small cakes, and there will be—or there used always to be—coffee in the offing.

From that point on, the originality of the hostess becomes apparent. There should be one novel, interesting, appetizing, and really "filling" hot dish. And then there may be a fine cold fish—cooked in vinegar, daringly decorated, and with a (Continued on page 97)

BALTIMOREANS CALL IT COCKTAILS

(Continued from page 96)

bowl of appropriate sauce alongside. But it is to the central hot dish that the eyes and noses are turned. It is this dish, often a genuine surprise or innovation, which forms the centre of the large plate of food, arranged for each guest, with "seconds" and "thirds" to come.

Here are some of these dishes—often of hearty farm origin—but each one is hereby guaranteed and warranted to have made an actual appearance at a Baltimore cocktail party and to have made good:

1. A huge earthenware dish of baked pork and beans.
2. "Four and Twenty Blackbirds Baked in a Pie."
3. Tongue hash with onion rings in batter.
4. Eastern Shore fish stew.

There are many other main and feature dishes which are "sprung" at these parties, but these four are typical and easy to prepare in the present-day wartime limitations.

Pork and Beans

For the baked pork and beans—secure a great, round earthenware baking-dish. (Maybe you'll need two or three.) If you must bake your own beans and pork, then follow the rule in the cook-books, sister, follow the rules. If you have canned pork and beans, be sure that the can tells you that the beans are genuine oven-baked beans—baked first, canned afterwards. About an hour before serving time, these beans go, either from your baking-pot or from the cans, into the huge baking-dish. A piece of bacon (unsliced), or salt pork, has been cooked and cut into one-inch cubes. And these are poked down into the beans. Then a bit of molasses is spread over the beans and about the edges of the dish, and a bit of brown sugar is sprinkled over all. And then into the oven for a thorough heating—and there you are.

"Four and Twenty Blackbirds"

The dish "Four and Twenty Blackbirds" is somewhat of a literary license, but still not really far-fetched. It is expensive, though—much more so than the huge dish of beans. You start out with a squab for each guest. And these you have boned. When they reach your kitchen, you stuff them with regulation stuffing, and then tie them into their once natural shape. Roast them, take all the juices, and make an abundance of good brown gravy. All this can happen in the early hours of the morning.

At the same time, you prepare small onions, which are fried a light brown. Parisian-cut potatoes are readied. In the late afternoon, the squabs, the gravy, and the vegetables are set down comfortably in an appropriate baking-pan. Over the top goes a puff paste—and then into the oven for a baking to cook the covering for the pie. When nice and brown, it is ready to appear on the buffet—and the *Ohs!* (Continued on page 98)

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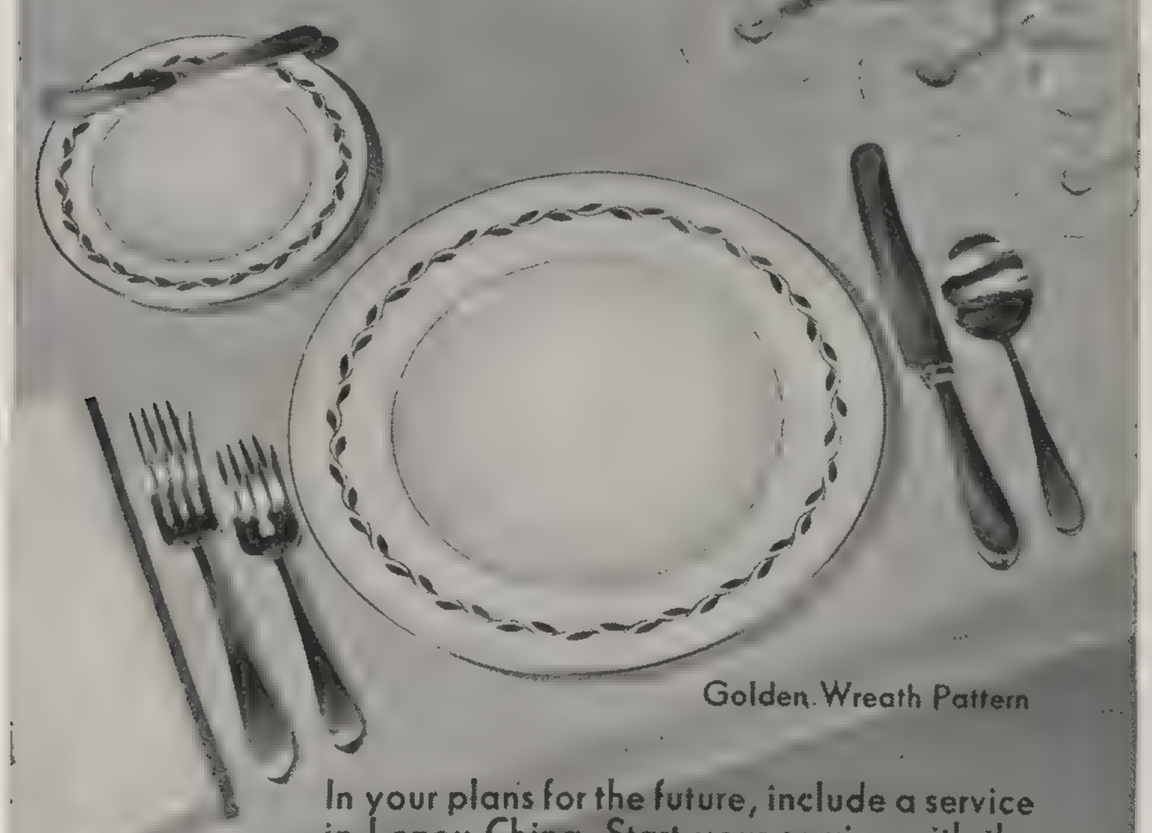

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COCKTAIL PARTY

(Continued from page 97)

and *Ahs!* are payment for the effort.

Tongue Hash with Onion Rings

But you may not care for beans (or think you don't, and that your guests won't—which will be wrong), and you may not care to invest in such a flock of squab. Then have tongue hash—delicious, exotic, very, very easy to make.

For every eight guests, buy one ready-smoked beef tongue, which comes packed nicely in Cellophane. Sometime during the day, slice this tongue into quarter-inch slices and then dice into quarter-inch cubes. At the same time, prepare an equal quantity of raw potatoes in the same sized dice.

For every eight cupfuls of potatoes, prepare one cupful of minced onions. About half an hour before serving time, place the tongue and the potatoes and the onions into an iron kettle of sufficient size. If you are smart, you will have saved the broth in which the tongue was cooked. If not, use a few cans of strained chicken broth or bouillon—or, if you have to, plain water. Provide enough liquid just to cover the contents of the kettle, and then start cooking slowly. As you go along, add many pinches of dry marjoram (which your herbalist or grocer will provide), tasting as you go, so as not to over-season. Then add pepper and salt to taste. Add a little broth from time to time, if needed. And when the potatoes are tender, your tongue hash is ready to serve. Do a good job with the marjoram, and you will have an unusual and delicious dish. It must be "hashy" in consistency—not "soupy."

Eastern Shore Fish Stew

If your gallant husband is a Nimrod, and returns home with a plentiful supply of fish (or, in lieu thereof, if he can stop at a convenient fish market on the way home), you will do his heart good and turn his friends green with envy if you take these products of his skill and from them make a great Eastern Shore fish stew.

Here, too, you will need your trusty iron kettle. First, the fish—preferably rock-trout, sea-trout, or similar fish which will hold its shape—is cleaned and cut into sizable portions, free from bones. (Don't skin the fish.) Pieces of fish large enough to fill the hollow of your hand are about right. Now set your kettle over the fire. Into it put, first, a couple of pounds of pork, in half-inch diced bits, and fry thoroughly. Remove the cracklings to brown paper, and save for future use. Now, figuring on forty servings, have ready ten to twelve pounds of fish, properly cut up and subdivided. With the fat remaining in the kettle, place a layer of fish over the bottom. On top of the fish, place a layer of raw sliced onions. Then pepper and salt. Then continue with layers of fish, potatoes, and onions until almost to the top of the kettle. Salt and pepper each layer. Now you have your choice—add either water or tomato-juice to cover the stew. And then start it to simmering. Don't stir. Don't turn the fire up too hot. This stew merely simmers with a lid on the kettle. Add liquid from time to time, so the stew is "under water" all the time—but not very much under.

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COCKTAIL PARTY

(Continued from page 98)

In about an hour and a half, if you have been gentle in your treatment of this delicacy, the potatoes are tender when you poke them with a fork, and that is the sign your stew is ready for the finishing touches. By now, your stew is about an inch or an inch and a half "under water." Now check your salt and pepper. Just before serving, drop into the broth eggs which you have opened for poaching and poach them in the stew. When the eggs are done, start moving the kettle to the buffet, providing an asbestos plate on which to set it. And start serving at once into soup-plates. The egg goes on last, with the exception of those cracklings you set aside. A handful of them is the top and finishing touch.

Hot corn bread, especially "pones," go well with this fish stew. And, as the guests amble through this supper, or whatever you wish to call it, you'll find that the whiskey-and-soda gives way to mugs of cold beer.

Praise for Esmeralda

And so this is a Baltimore cocktail party. When it is time to go home, there will be visits to the kitchen or pantry, or a "chance" meeting in the hall, Esmeralda or Jackson or Sophie or Lena hearing words of praise from friends among the guests. Esmeralda loves it all: "Shore was some party. Ate us right out of house and home. Mrs. Kit done herself proud. Yes, suh, *yesssss*, suh—ain't it de troof?—'deed it is!"

ENGLISH MAIL

G. B. Stern, brilliant novelist, writing from England, describes, for May 1 Vogue, the curious upside-down importance of trivia that give her morning mail flavour and enchantment in a world heavy with the tread of marching events.

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LOW MEN on YOUR MEAT RATION CARD

By Jean Freeman

THERE are few things in this world to which we cling more tenaciously than our food habits. Even those who pride themselves upon being liberals in the fullest sense, take a positive pride in rejecting foods to which they were not conditioned in childhood. Time and again you have heard such persons exclaim: "Smoked eel? No thanks. I've never tasted it, and I never shall;" or..."Tripe? I wouldn't eat the stuff for a million dollars. Give *me* a fine slice of roast beef every time."

To point out the fun that these conservatives are missing seems unimportant. What *is* important today is the fact that since the good old staples usually have the highest ration points, we must experiment with the unusual, or eat very dull meals.

Most people claim that they adhere to a few familiar dishes because they just don't enjoy anything else. In my opinion, they are *afraid*. Whatever the reason, they treat this complex with tenderness, quite as though it were one of those firm and fixed mathematical rules concerning which there can be no dispute. Though how they know whether they really dislike a specific dish, without first having given it a trial, is anybody's guess! Except for outright poisons or allergies, the whole truth about food is expressed by Hamlet...."There is nothing good or bad but *thinking* makes it so."

Your likes and dislikes are at least fifty per cent. founded on pure prejudice, ten per cent. on early training, while indifferent cooking probably accounts for the remaining forty per cent.

If you can learn to realize that your taste regarding food lies in your mind, not only in your mouth; if you can overcome the hurdle of an exotic name and bring yourself to experiment with our less familiar edibles, you will be doing yourself and your country a tremendous favour. After all, it's not so much what you eat that counts, as how temptingly that certain something is cooked and flavoured. Even a porterhouse steak lacks savour unless it is seared and seasoned with a finesse and love!—I'll try *anything* once, is an intelligent slogan these days.

It's Tripe

Tripe, liver, sweetbreads, brains, and kidneys are yours today at the market—if not precisely for the asking, at any rate by forfeiting few of the precious "points" in your ration book. With the exception of liver (and then I'll wager you serve it only either broiled or fried), you probably pass by most of these with disdain. Not perhaps because of deep-seated prejudice on your own part, but because you are uncertain how to go about making them acceptable to your family.

While I don't quite approve the deception practised by a friend who, when she served calves' brains, explained at length to her finicky spouse that this was (Continued on page 101)

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LOW MEN on YOUR MEAT RATION CARD

(Continued from page 100)

really over-cooked chicken, I *do* believe it unnecessary to promote these unfamiliar foods beforehand. If they are presented with flair and appetizingly prepared, likely as not the hungry horde will fall to with gusto. They might even feel that you have been cheating them of a wonderful dish these many years!

Brains—and How to Use Them

French frugality has always been a byword. No Frenchman, however, spares the dime to spoil his stomach. In old-time France (both in Paris and in the Provinces), calves' brains was one of many dishes which pampered pocketbook and palate alike. Today it is still a favourite *Plat du Jour* in the city of Québec, and in those Montreal restaurants famous for their genuine French kitchen. Here are the directions for that great French delicacy:

Calves' Brains au Beurre Noir

In buying brains, exercise care. Many markets will endeavour to palm off beef brains for those of a calf, upon an unsuspecting customer. The fraud, however, can be detected easily. The beef brain is coarser, more thickly veined, and far darker in colour. It is not so tender and lacks the fine texture of calves' brains. Brains should be fresh beyond dispute, and should not be kept for long in the refrigerator before cooking.

Soak the brains in lukewarm water for half an hour, then remove the fine skin and the fibres. Put them into a saucepan with sufficient water to cover. Add salt, pepper, and two tablespoonfuls of vinegar. Skim before the water quite reaches the boiling-point. Boil gently for twenty minutes and drain. Place them on a preheated platter and prepare the following sauce:

Brown a half-cupful of butter or cooking fat in a frying-pan until it is as brown as you can get it without burning. Add to this two tablespoonfuls of vinegar, salt and pepper to taste, and one tablespoonful of finely chopped capers.

Pour this over the brains. Dust lightly with minced parsley and serve at once. String-beans in butter and French-fried potatoes make good companions!

But brains served in the Austrian fashion, with a sauce which is neither sweet nor tart, animated with raisins, blanched almond, and lemon slices is good going, too—especially if you've hearty appetites to appease.

Brains with Raisin Sauce:

Prepare and parboil the brains in the manner directed above. Drain them and set aside, preferably in a warm place. Now make the following sauce:

½ cupful of brown sugar
½ tablespoonful of dry mustard
½ tablespoonful of flour
2 lemon slices (optional)
1 dozen blanched Jordan almonds

(Continued on page 102)

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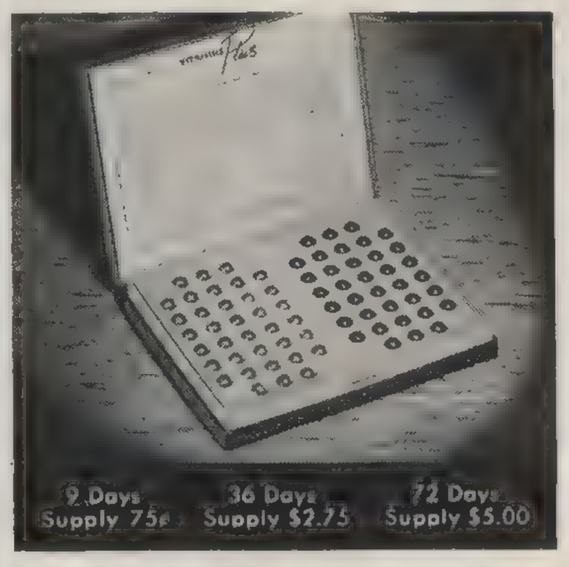

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LOW MEN on YOUR MEAT RATION CARD

(Continued from page 101)

Salt and pepper to taste
¼ cupful of seedless raisins
¼ cupful of tarragon vinegar
1¾ cupfuls of beef stock (can be made with the use of 2 bouillon cubes)

Mix the dry ingredients in a deep saucepan. Add gradually the warm stock and the vinegar, stirring gently. Now add the raisins and the almonds. Simmer until the sauce is heavy. Check for seasoning. If the sauce is sweeter than you like, add two paper-thin lemon circles. Place the brains on a preheated platter, pour the sauce over them, and serve at once.

P.S. Of course, you know how to blanch almonds. Just soak them in a bowlful of boiling hot water for about eight minutes, fish them out, and they'll shed their overcoats between your fingers without argument!

Boiled noodles with parsley butter add luster, and (for vitamin's sake) a macédoine of slivered young carrots and small green peas.

Liver Is Good for You!

Liver is such wholesome food that its tastiness has always amazed me. Wholesome edibles (like aggressively honest people) are often so *very* dull.

Sautéed calves' liver, wreathed with thin bacon strips and chaperoned by baked Idaho potatoes, brightened with butter and paprika, requires no apology. It's a grand meal. But if calves' liver seems expensive (my mother recalls the day it sold for twenty cents a pound) and bacon is unavailable, you might try beef liver, prepared in the Provençal manner. Should you be an *enfant gaté*, however, please buy the beef liver from a very reliable butcher. It may cost a bit more, but you will be rewarded in the end. This is a delicious and far from plebeian dish.

Beef Liver en Casserole

Buy one-half a good beef liver and have your butcher lard it through with thin strips of salt pork. Place a piece of butter or cooking fat, the size of an egg, in a deep iron saucepan. When the butter is hot, add the liver and brown it well on both sides. Remove the liver from the saucepan. Now put into an earthenware casserole the same amount of butter, place it over a low flame, and, when it is melted, stir in one tablespoonful of flour until brown. Add one-half pint of California white wine, a small bundle consisting of parsley, bay-leaf, one or two cloves of garlic, two shallots, two or three small onions, and one medium-sized carrot cut into rounds. Check for seasoning. Add the liver. Cover the casserole closely and simmer for about one hour. Serve on a hot platter with the strained gravy poured over. A bowl of mashed potatoes and a bountiful green salad are indicated.

Roasted Beef Liver

Buy half a liver and have it larded. After you've wiped it clean with a damp cloth, put it in a marinade made of six tablespoonfuls of good cooking oil, some parsley, chives, bay-leaves, thyme, and salt. Let it marinate for four hours. Now wrap it in a large piece of buttered paper, and bake it in a moderate oven for about one hour. Serve it with its own gravy, to which you have added the juice of half a lemon. If there should be any "left-over," grind it through a food-chopper (using a fine blade) and serve it on fresh hot toast with lightly fried onions on top. Tastes as good as *foie gras.*

Sweetbreads

A sweetbread, as you doubtless know, is the thymus gland of a calf. It is of unknown function, and as soon as the calf is taken from a liquid diet, it begins to disappear. Sweetbreads are perishable; they should, in consequence, be bought from a reputable market, one whose merchandise moves swiftly, thereby insuring the absolute freshness of their stock. Before using them, in any manner, sweetbreads *must* be parboiled and free from the fragile membrane which encloses them. Here is how:—

To Parboil Sweetbreads

Remove them from the paper as soon as they are received from the market, and plunge them at once into ice-cold water. Let stand for 1 hour. Now drain them carefully and place them in boiling, salted water to which you have added two tablespoonfuls of vinegar or lemon-juice. Cook slowly for twenty minutes. Drain, plunge again into cold water (this keeps them white and firm), and, when they are cool enough to handle, remove with the aid of a sharp paring knife the thin outer skin. Do this with the greatest care, please, in order to avoid unnecessary breakage. Place the sweetbreads in wax paper and keep them cold until you intend using them.

For the main course at a simple family dinner, I like them just sautéed in butter. Coat them lightly in seasoned flour, and when they achieve a suntan, remove them at once to a preheated platter. A spot of lemon-juice, the pan butter, and a dusting of finely minced parsley complete the dish. Delicious with *broccoli au gratin* and little new potatoes.

But since variety is the spice of life, and not all dinners should be simple, I often prepare sweetbreads with olives.

Sweetbreads With Olives

If you are lazy, buy a jar of pitted green cocktail olives. (I do.) If you're not, pit the big green chaps yourself. Prepare the sweetbreads as directed above, brown them in butter, and, when they are golden, remove them from the saucepan to a plate. Pour off the butter or fat in which they were cooked and replace it by the same quantity of fresh butter. Melt this over a low flame and add one teaspoonful of flour; stir till the flour browns. Add one-fourth pint of beef stock, salt, pepper, one chopped shallot, a small bundle of parsley, one small white onion, and half a bay-leaf.

Replace the sweetbreads and cook them in this sauce for fifteen minutes (covering is indicated). Add the olives (about sixteen in number) and cook *uncovered* for five minutes more. Arrange the sweetbreads on a preheated platter with the olives around them. Strain over the gravy and serve at once.

As a (Continued on page 104)

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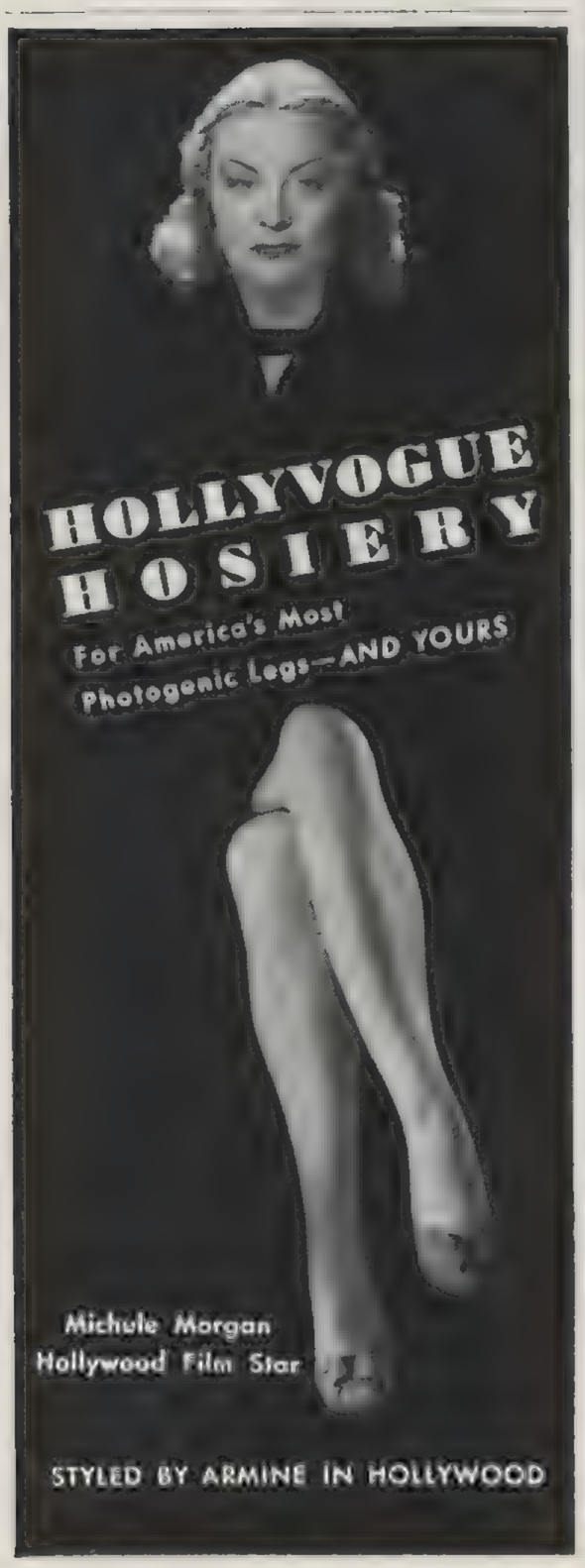

IF YOU HAD THREE WISHES

AROUND $20. Three wishes that Washington grants. Make them wise. Line up your old shoes and look for the gaps. Then get out your ration book. We give you 3 groups, each of which can stand you in good shoes, fill in the gaps, or start you out fresh. These add up to about $20 in price; an all-year plan in function. • Left: Sturdy rust calf Styl-Eez shoe. $8. At Selby Shoe Shops. Centre: Good shoe for most occasions between daylight and dark. Black calfskin pump with a neat roll of a bow. $7. At Altman. Right: Black patent leather Rhapsody sandal. Pedestrian glamour for prints and short dinner-dresses. $6. At Oppenheim Collins. (Ever thought of carrying shoes in a hat-box to travel light?)

UNDER $25. Easy walking shoe; two slightly different-duty pumps. Left: Seamless black gabardine pump for your leisure-time pursuits in pretty late-day dresses. Open toe. Dorothy Dodd shoe. $7. Centre: Black calfskin pump with a small, neat ornament and medium heel. One way to get off on the right foot with suits. $9. Altman. Right: Shoe that can go through the school of hard knocks. Walks hard. Lives long. Rust calf. A Friendly shoe. $6. (Ever thought of carrying shoes in a whopping drawstring bag?)

UNDER $30. Two never-give-up-walking shoes; a leisure-time pump. Left: Step-in shoe of brown calf, with a built-up heel for high arches that need better support. A Grayflex shoe. About $8. Centre: Perforated tan calfskin Oxford. Comfortable understudy for work-day suits. Laird Schober shoe. $10. Arnold Constable. Right: Third for charm. Black gabardine pump. Braid-and-bead ornament. $10. A Mademoiselle shoe at Lord and Taylor. (Ever thought of carrying shoes in a little flat suitcase?)

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MERRY WIDOW:
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by Dubonnet,
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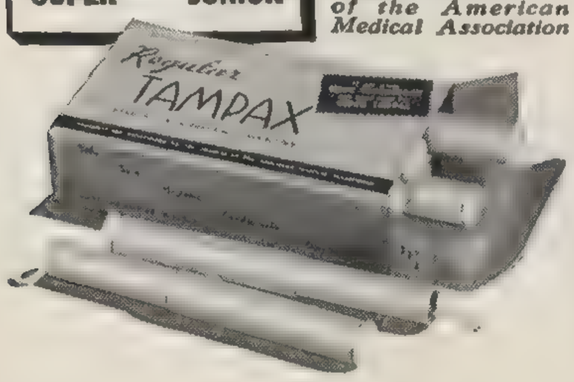

LOW MEN on YOUR MEAT RATION CARD

(Continued from page 102)

hot dish for a buffet supper, sweetbreads can be served on skewers with alternate slices of bacon and mushroom caps. Easy to eat, and attractive to look at, too, if you garnish the platter with halved grilled tomatoes, and tiny artichokes in oil. In case this vegetable note does not appeal—just put your faith in fresh green parsley sprigs and lemon slices. In either case, serve, on the side, a *sauce Espagnole* flavoured with sherry to be used at the discretion of each individual.

Sweetbreads, Mushroom Caps, and Bacon en Brochette

Parboil the requisite number of fresh sweetbreads, chill, clean, and cut into small pieces. Sauté one pound of washed, *unpeeled* mushroom caps in a little onion-spiked butter for about five minutes. (Why unpeeled, you ask? Simply because the flavour of the white mushroom lives in its skin!)

Now arrange alternately on six-inch skewers a slice of thin bacon, a mushroom cap, and a square of sweetbread, until each skewer is filled. Brush over with melted butter or good oil, sprinkle lightly with seasoned crumbs and broil slowly from ten to fifteen minutes in a preheated, but moderate broiler.

Sauce Espagnole (simple version)

The sauce goes like this:

3 slices boiled ham, minced
2 tablespoonfuls butter
1 small onion, minced
1 small carrot, diced
1 sprig celery
1 bit of thyme
1 sprig parsley
1 bay-leaf
1 blade mace (1 pinch if dried)
3 crushed peppercorns
1½ tablespoonfuls flour
2 cups white stock (canned)
1 teaspoonful currant jelly
Juice of 1 lemon
2 tablespoonfuls sherry

Fry the ham in the butter. Add the onion and carrot and cook gently until both are tender. Add the flour to the heated broth. Blend until smooth and pour over the vegetables, a little at a time. Stir in the herbs, the pepper, and then the beef extract. Continue simmering until sufficiently heavy. Strain all this through a fine sieve into another saucepan. Add the jelly and the lemon-juice. Reheat. Add the sherry. Check for seasoning, especially for salt, and serve. Incidentally, this sauce is pretty fine with most meats, fowl, and even with some fish.

The Cloven Hoof—

Been seeing pigs' feet at the market lately? I have, and what's more, I've even tasted them. "Pigs Trotters" they are called in England where they were (pre-war) rated as a "vulgar" dish, but in France, under the name of *pieds de porc*, they were so highly regarded that truffles were frequently employed in their cooking. This seems to me to be going a bit far—but broiled pigs' feet, served with a lashing of mustard sauce, are definitely delicious. (Continued on page 105)

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A word about 3 VOGUE FEATURES

• • •

THE DOG MODE TRAVELOG ADDRESS BOOK

Since you will no longer find these sections in Vogue, we feel you—our readers—deserve an explanation:

It's simply a matter of paper. You see, the Government's wartime rationing of paper limits our supply to such an extent, that we must suspend for the duration the popular Dog Mode, Travelog and Address Book features.

We regret having to take this step. But at the same time, we're pleased to be able to continue the SERVICE which these pages in Vogue gave you.

So . . . do keep on sending us your questions on dogs, hotels, resorts, shops, services, etc. The staffs of these three departments will do their best to send you helpful answers, promptly!

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LOW MEN on YOUR MEAT RATION CARD

(Continued from page 104)

Broiled Pigs' Feet with Mustard Sauce

Select 3 young, small, pigs' feet. Boil these in slightly salted water until tender. Remove from the pan, drain thoroughly, and split the feet in two. Now season them well with salt and pepper and stand aside for ½ hour in order to permit the seasoning to penetrate. (You can be manufacturing your sauce in the interim.) Next rub them with 1 tablespoonful of good cooking or olive-oil; roll them in finely ground dry crumbs, and place them in a preheated, but moderate broiler, allowing 5 minutes' broiling to each side of each foot. Pour the sauce (which should be sharp) in a deep platter, lay the feet carefully over the sauce, and serve very hot. Boiled parsley potatoes, glorified with butter, and tall thin glasses of ale are the perfect foils.

Pickled pigs' feet are a nice addition to a cold buffet, especially if your guests are keen on piquant food. They are simple to prepare, too.

Pieds De Porc Vinaigrette

6 small pigs' feet
2 blades of mace
1 whole red pepper, minced, salt, white pepper, and paprika to taste
2 bay-leaves
12 whole cloves
1 pint good cider vinegar
4 white onions cut in rings

Clean and scrape the feet and soak them in cold water for 2 hours. Split and crack them in several places and put them to cook in a deep saucepan. Cover with cold water and allow them to simmer gently until tender. When they are done, drain and remove them to a large earthenware bowl. Now boil the vinegar, and the spices for 10 minutes. Season the meat with salt and pepper, and pour over it the hot infusion to which the onion rings have been added during the last 3 minutes of cooking. Cover the bowl and set in a cool place overnight. When you serve them, do so please in a clear glass utensil, and dust the surface lightly with parsley. They should be on the chilly side.

For Sunday-night supper, when informal food is in order, boiled trotters are a nice solution. Just clean and boil the hoofs until tender in a seasoned infusion, drain well, and serve them with lots of your favourite brand of prepared mustard on hand. A home fabricated potato salad makes a good team-mate, or (if you feel like something more substantial) a purée of dried split peas. By the way, did you know that the ultimate in green pea purée is achieved through the addition of onion-juice and a pinch of dried thyme? Twenty million Frenchmen *can't* be wrong!

Tripe?

Tripe is quite frankly the "first" stomach of beef. Honeycomb tripe is the kind for which the gourmets cry; and when it's cooked with quantities of onion, or (Continued on page 106)

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SOFSKIN *is used and approved by beauty salons all over the U. S. A.*

SOFSKIN COMPANY, Findlay, Ohio

LOW MEN on YOUR MEAT RATION CARD

(Continued from page 105)

made *à la mode de Caen*, it commands a place of honour on the menu card of every swank restaurant.

Tripe was, in fact, such an indispensable dish in pre-war France that little shops called "triperies" devoted their entire existence to this one specialty. It was sold already cooked in a dozen different ways, to take out (all that was necessary thereafter was reheating); or, as at Pharamond's famous hostelry, down by Les Halles, it could be eaten on the premises. Served on individual pewter plates with small ovens built into them, in which glowing charcoal rather than hot water kept the stew bubbling merrily under one's very nose, tripe was a delight not soon forgotten.

Here is one version of the famous recipe, not too difficult to reproduce in your own kitchen:

Tripe à la Mode de Caen

2 pounds of fresh honeycomb tripe
4 slices of bacon
4 thin slices of fresh pork
2 onions, each pierced by 1 clove
2 carrots, sliced
2 tomatoes, chopped
2 cloves of garlic, minced
Any broth, except mutton
3 sprigs of parsley
1 bay-leaf
1 celery stalk, minced
1 calf's foot, cut up
1 cup of good brandy
Freshly ground pepper, salt to taste

Blanch the tripe by pouring boiling water over it. Line the bottom of a deep casserole with the bacon slices, alternating with the pork. Drain the tripe, and place it on this bed, add all the other ingredients and enough stock to cover. Now cover the casserole closely, sealing it with flour paste, and bake in a slow oven for from six to seven hours.

To serve: take the casserole from the oven, remove the lid, take out the bones, meat, carrots, onions, Bouquet Garni. Distribute the pieces in small earthenware casseroles in which the tripe should be served individually, then clear the gravy of all grease and pour some of it equally into each dish. I repeat, this concoction must be served as hot as Hades!

VOICE OF FREEDOM

For the May 1 issue, Vogue reports on those broadcasters whose dramatic job it is to keep the conquered peoples of Europe in touch with the day-to-day developments on the United Nations front.

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